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THE TEA & COFFEE TRADE JOURNAL

Vol. XXXVIII No. 1

JANUARY, 1920



REPRESENTING THE TEA, COFFEE,
SPICE, AND FINE GROCERY TRADES.

FEATURE ARTICLES IN THIS ISSUE

A PICTORIAL 'HISTORY OF TEA
No. 5—TEA IN GREAT BRITAIN IN THE 18TH CENTURY

AMERICAN COFFEE IN ITALY

SANTOS COFFEE FROM FAZENDA TO CUP
BY CAPT. A. F. ISRAEL

THE WORLD'S 1918-19 TEA TRADE

U. S. COFFEE TRADE IN 1919

THE JAVA TEA SITUATION
BY JOHN A. FOWLER

GREEN AND BLACK TEA VALUES
BY CHARLES JUDGE

"THE BLUE BOOK OF THE TRADE"
WILLIAM H. UKERS, EDITOR

THE TEA AND COFFEE TRADE JOURNAL CO.
79 WALL STREET, NEW YORK

Published Monthly, \$3.00 Per Year, Postage Prepaid, Single Copies 25 Cents

Second class matter January 30, 1905, at the post office at New York, under the Act of Congress of March 3, 1879

COFFEES

of cup quality are offered to the wholesale trade in jobbing lots either green or roasted.

Inquiries from large dealers especially solicited where guaranteed quality is first consideration.

OLD DUTCH MILLS
INCORPORATED

Importers and Jobbers of Coffees

65 Front Street

New York

The Standard of
Purity and Quality

— **LF** —
MOCHA

L B Longberry Harrar

LIVIERATO-KIDDE CO.
Largest Importers of Mocha

106 WALL STREET

NEW YORK

Cable Address, "MOCHA"

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Merchandising An Association

The officers of the National Coffee Roasters Association have chosen to advertise because they see no reason why an association should not use the approved forms of publicity to say they have something worthwhile and to sell its services in a businesslike manner.

What has the N. C. R. A. to sell? Every wholesale coffee roaster will do well to ask himself this question. * The N. C. R. A. is selling a service that coffee roasters can convert into dollars and cents profit.

This association is a going institution. Its present membership embraces a goodly percentage of the wholesale coffee roasting firms of the United States. 1919 saw its greatest growth in point of membership and influence. While it has now reached a place where, if not another member were added, its officers would be able to carry out a comprehensive and forceful program, every additional member adds so much to its strength, its prestige and its ability to serve.

This association believes that it will not fulfill its highest mission in behalf of the coffee trade until it has used every effort to awaken wholesale coffee roasters everywhere to the benefits of membership—to give them the opportunity to participate, and thus profit by its activities, in fullest measure.

Read on this page a tabulation of the things we hope to accomplish during 1920. If you are in sympathy with this program—if you believe it deserves your **active** support, then join the N. C. R. A. **now**.

Program for 1920

Foster Improved Cost Accounting Systems.

Merchandise the National Coffee Advertising

Establish Shorter Credit Terms and Uniform Discounts.

Employ Traveling Field Secretary.

Expand Branch Association Idea.

Improve Coffee Port Conditions.

Continue Activities Against Packer and other Unfair Competition.

Secure just and uniform Food Laws.

Combat Unfair Advertising.

Obtain a Guaranteed C & F Contract.

Correct Trade Evils; (Guaranteeing Prices Against Decline, Combination Sales, Advance Notice of Changing Prices).

National Coffee Roasters Association

FELIX COSTE, Manager

CARL W. BRAND, President

74 Wall Street, New York

CARTER, MACY & COMPANY, Inc.

ESTABLISHED 1850

A WORLD-WIDE ORGANIZATION

BRANCH OFFICES

ALBANY
BALTIMORE
BOSTON
CHICAGO
CINCINNATI
CLEVELAND
HARTFORD
KANSAS CITY
LOS ANGELES
MILWAUKEE
NEW ORLEANS
PHILADELPHIA
PITTSBURG
PROVIDENCE
ROCHESTER
SAN FRANCISCO
SEATTLE
ST. LOUIS
ST. PAUL
TOLEDO

FOREIGN BRANCHES

SHIDZUOKA, JAPAN
YOKKAICHI, JAPAN
SHANGHAI, CHINA
HANKOW, CHINA
TAIPEH, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND
BARCELONA, SPAIN
MELBOURNE, AUSTRALIA
SANTIAGO, CHILE

Carter, Macy & Company
of Canada, Limited

Montreal
St. John, N. B.
Toronto
Winnipeg
Vancouver

GOOD TEA
WILL
BUILD
BETTER
BUSINESS
THAN
CHEAP TEA



TEA

MAIN OFFICES, 142 PEARL ST. NEW YORK

THE TEA AND COFFEE TRADE JOURNAL

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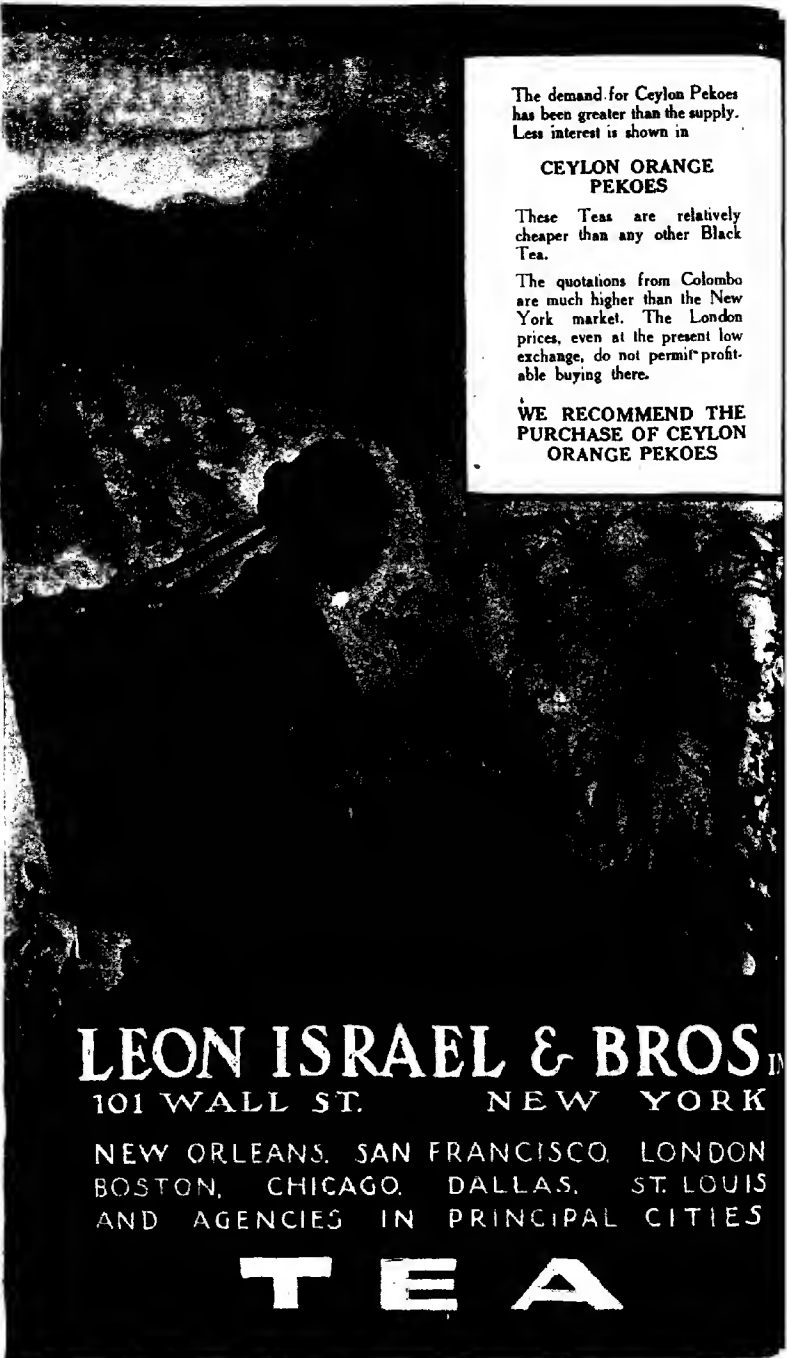
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THE TEA AND COFFEE TRADE JOURNAL, published monthly at 79 Wall Street, New York. Subscription \$3.00
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act of Congress of March 3, 1879. Copyright, 1920, by THE TEA AND COFFEE TRADE JOURNAL COMPANY



The demand for Ceylon Pekoes
has been greater than the supply.
Less interest is shown in

**CEYLON ORANGE
PEKOES**

These Teas are relatively
cheaper than any other Black
Tea.

The quotations from Colombo
are much higher than the New
York market. The London
prices, even at the present low
exchange, do not permit profit-
able buying there.

**WE RECOMMEND THE
PURCHASE OF CEYLON
ORANGE PEKOES**

LEON ISRAEL & BROS. INC.

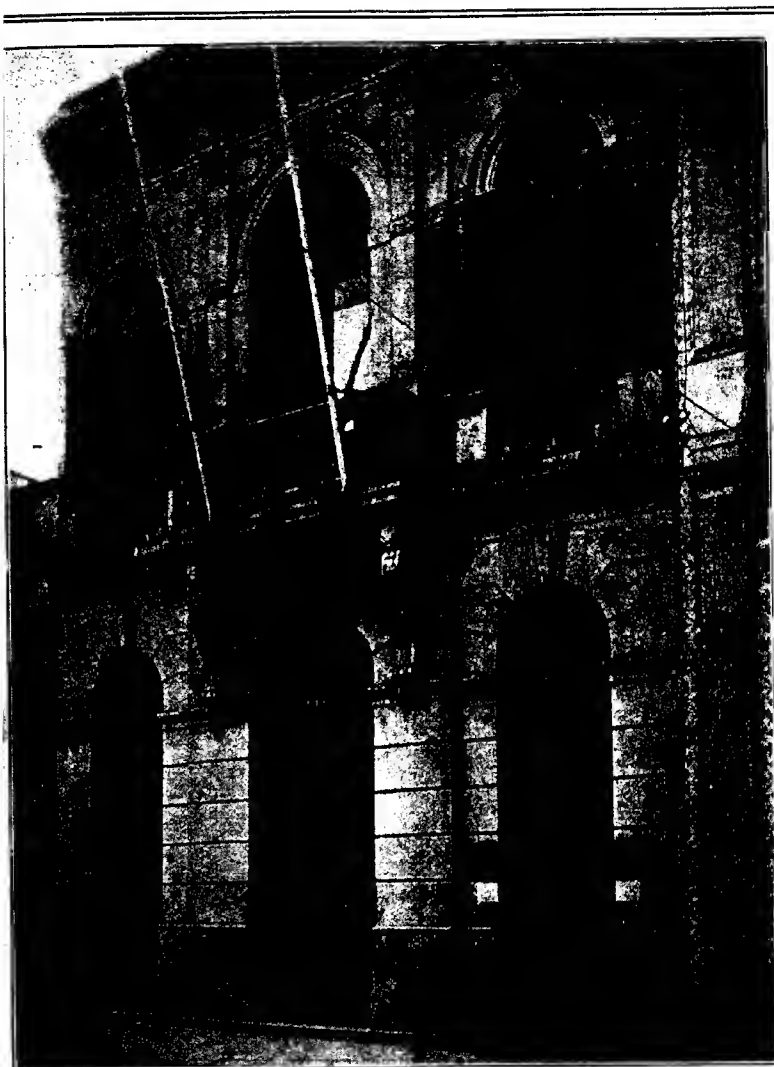
101 WALL ST. NEW YORK

NEW ORLEANS. SAN FRANCISCO. LONDON
BOSTON. CHICAGO. DALLAS. ST. LOUIS
AND AGENCIES IN PRINCIPAL CITIES

TEA



W.R.GRACE & CO.
NEW YORK-NEW ORLEANS-SAN FRANCISCO
C O F F E E
BUYING OFFICES IN ALL PRODUCING COUNTRIES



Home of J. Aron & Co., Inc., Santos, Brazil

The above is a view of the business home of J. Aron & Co., at Santos, Brazil. It is located in the heart of the coffee district of the world's greatest coffee port.

This modern building contains every facility for giving green coffee buyers adequate service. It is an important link in our direct Santos-New York-New Orleans service to green coffee buyers.

J. Aron & Company, Inc.

	Importers	COFFEE	Exporters	
New York	New Orleans	Chicago	Santos, Brazil	London

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Currents of Air and Streams of Coffee

If you are a large producer of roasted coffee, your factory must have various devices for controlling movements of air and of coffee.

Accurately controlled air is needed for burning fuel, removing chaff, cooling the roasted coffee, and removing stones by gravity.

Accurate control of streams of coffee, passing from one operation to another, is an essential element of good production. Correct bins and chutes are of vastly more importance than poor factories have ever learned; and when the desired flow of coffee cannot be accomplished by gravity, special elevating and conveying apparatus is essential.

In most modern plants, this needed control of air and coffee is secured by a well-engineered arrangement of dependable Burns apparatus.



These cuts show two pieces of Burns equipment which progressive coffee-roasting firms are well acquainted with.

The BURNS UNIVERSAL FAN comes apart as shown, and can be assembled to suit rotation in either direction and with the outlet turned to any position. Clean-out covers permit the easy removal of chaff deposits.

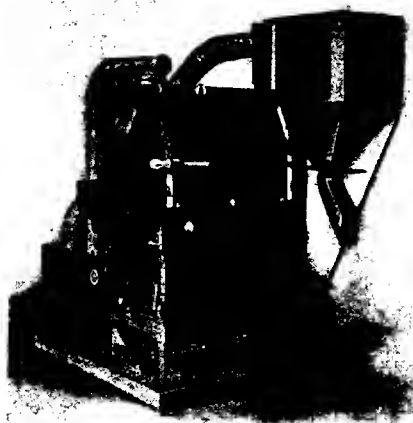
The BURNS BUCKET ELEVATOR, with sectional metal casing, adjustable bearings, convenient inspection doors and belt take-up device, is adaptable to all plant conditions.



*Has your plant good equipment for controlling
the Currents of Air and Streams of Coffee?*

JABEZ BURNS & SONS **BURNS** TRADE MARK **EQUIPMENT** **117 Av. & 43rd St. NEW YORK**

A Small Plant For Roasting Coffee



This is our NO. 7 ROASTING OUTFIT, for batches of 50 or 60 pounds of green coffee (or any smaller amount). It performs the three operations of roasting, cooling and stoning, in a surprisingly small space and with as perfect results as any big plant.

The No. 7 roaster is the only size we manufacture between a 2-bag factory machine and a sample roaster. It is used with the utmost satisfaction by a variety of users who require an output of 50 to 1000 pounds of roasted coffee per day. Some of them retail all the coffee over the counter; some trade mostly with larger consumers; some are themselves the large consumer; and some are owners of large roasting plants who like the No. 7 outfit for special small lots.

We never undertake to assure people that it would pay them to engage in coffee roasting. Success always depends to some extent on factors which are no part of our business. But it is very much our business to provide anyone who desires to roast coffee with equipment such as will enable him to get perfect results in the most simple and economical manner; and this No. 7 outfit is one of the best machines we have ever built.

Perhaps it will pay you to learn more about it.

JABEZ BURNS & SONS	BURNS <small>TRADE MARK</small> EQUIPMENT	117 AV. & 43 rd ST. NEW YORK
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LAMBERT

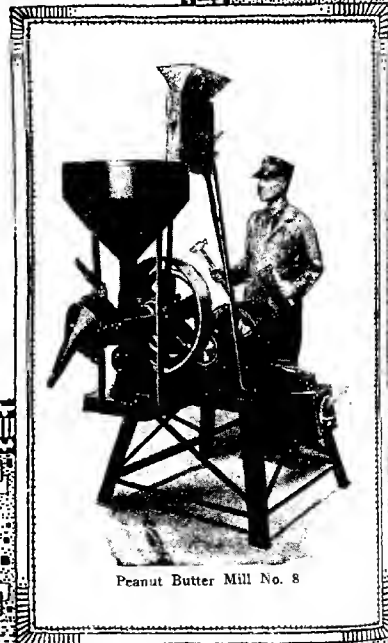
The Line That Excels[®]

Lambert Peanut Butter Equipment

Lambert Peanut Butter Machinery excels because it is scientifically, yet simply constructed. Because it is complete in every detail. Because it is substantial. The Lambert Machine Company is the only concern that manufactures complete peanut butter plants.

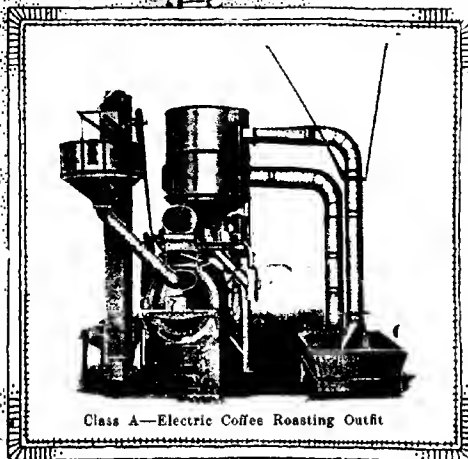
Lambert peanut equipment consists of suitable peanut roasting apparatus, peanut blancher, picking and stoning machinery, one or more peanut butter mills, complete with automatic salter, auxiliary machinery (elevators, conveyors, storage bins, feed hoppers) and approved power transmission, such as will render the plant as nearly automatic as possible.

Plans designed according to requirements. Specifications and estimates furnished.



Peanut Butter Mill No. 8

The Lambert Electric Coffee Roaster



Class A—Electric Coffee Roasting Outfit

The Lambert coffee roaster excels because it is the pioneer indirect flame (underneath) gas roaster. Because it is the most compact, self-contained, two bag roaster on the market. Because it requires the minimum of power for operation. Because it is easily installed. Because it is substantially constructed.

A complete outfit designed for coffee, peanuts, cocoa beans, cereals, etc., comprising roaster, cooling apparatus, elevator, feed hopper, electric motor, with geared connections and gas attachments; also stoning and chaffing attachments for coffee. Built in two standard sizes—three hundred pounds and two hundred pounds capacity.

Plans for larger plants prepared on application. Ask for catalog of complete line.

**Lambert
Machine Co.
Marshall
Michigan.**

no hands touch
Domino



It flows into the machine loose—it comes out packaged! Every package is tight, dust-proof and full weight.

To be sure that yours are the first hands to touch your sugar, order Domino—whether it's Granulated, Tablet, Powdered, Confectioners or Old-Fashioned Brown—it is of the highest quality, absolutely pure and clean.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown



Domino
REGISTERED

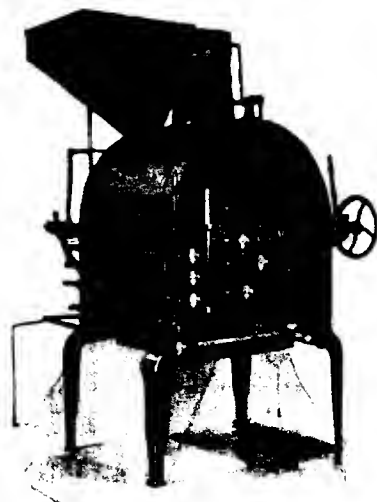
Cane Sugars

From
Boston Globe
April 4, 1919

***"Every Package is Tight,
Dust Proof and Full Weight"***

*Can't we help you package
Your Goods the same way?*

PNEUMATIC SCALE CORPORATION, LTD
NORFOLK DOWNS, MASS.



Why "Monitor" Roasters Are Superior

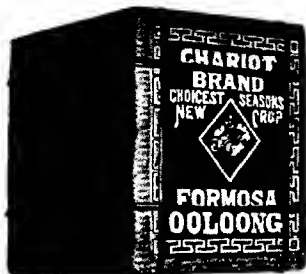
- They Assure Proper Roast Development
- They Provide Quick and Uniform Heat
- They Are Inexpensively Operated
- They Occupy Small Floor Space
- They Reduce Loss By Shrinkage
- They Are Simply Constructed
- They Are Easily Installed

These are but a few of the reasons why you should install the "Monitor"—the efficient coffee roaster.

Huntley Mfg. Co., Silver Creek, N. Y.

Canadian Plant: Huntley Mfg. Co., Ltd., Tillsonburg, Ontario, Canada

COFFEE-ROASTING PLANTS COMPLETELY EQUIPPED



Quality Teas a Specialty

We import and sell teas of all kinds and grades. Our specialty is teas of the highest quality.

The use of the best teas will increase the consumption of tea in America.

Our foreign branch is always in touch with local and seasonal conditions—we are in a position to import any kind or grade of tea your trade wants.

THE A. COLBURN COMPANY
2228-42 NORTH TENTH STREET, PHILADELPHIA

WRITE FOR
SAMPLES

Established 1857

Colburn's Teas

Shippers of
CHARIOT
BRAND
HARP BRAND
Formosa Tea

MURAI TRADING COMPANY, LTD.

96 FRONT STREET

Tea Department

NEW YORK

Successor to

MEIJI TRADING COMPANY, LTD.

(Formerly Furuya & Nishimuro)

TEAS JAPAN FORMOSA OOLONG INDIA CEYLON JAVA
BEANS, OILS, SPICES, CHILLIES, GINGER

Chicago Branch—Lake-State Building
Montreal Branch—55 St. Francois Xavier St.

Java-Holland-America Trading Company

(Java-Holland-Amerika Handelscompagnie)

Importers of Java Tea

AND OTHER DUTCH EAST INDIAN PRODUCE
DIRECT FROM PLANTATIONS

ROTTERDAM

NEW YORK

JAVA

No. 8 BRIDGE STREET

Direct all correspondence to the New York Office

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



Mitsui & Co.

LIMITED

Importers and Exporters of All Kinds of

TEA, SPICES COFFEE and PRODUCE

Japan, Formosa, China Green, Congou, India, Ceylon and Java Teas, Spices.

Rice, Dried Beans, Seeds, Canned Goods, Dried Fish, Egg Albumen and Yolk and all Principal Products of the Far East.

Tea and Produce Department

87 Front St., New York City

Main Office, 65 Broadway, New York City

U. S. A.

Branches in All Principal Cities of the World



Introducing SONNY

A Son of the Typical American Family—a great factor in merchandising.

He is but one member of the Carnation Family who will tell the readers of The Saturday Evening Post and leading women's magazines about the safety, convenience and economy of Carnation Milk.

These advertisements will appear every month in 1920 and will persistently stimulate the consumer demand for Carnation Milk.

Read the ads in the January 3 and 31 issues of The Saturday Evening Post—clip and paste them on your window, showcase or wall.

Link your store to this campaign and tell your customers—the readers of Carnation magazine advertisements—that you are "The Carnation Milkman."

Ask our representative or write to us for Carnation advertising matter and selling helps. Address the CARNATION MILK PRODUCTS CO., 133 Consumers Building, Chicago, or 133 Stuart Building, Seattle.

Remember, your jobber can supply you

Carnation Milk



From Contented Cows

The label is white and red

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Established 1880

C. M. SMITH & SON

Tea Packers for the Trade

236 Water St. New York

Phone Beekman 7928

"Service is a Science"

Improved equipment and facilities place us in a better position than ever before to give the trade the right kind of service.

Packets are unquestionably the most sanitary means of distributing tea and are popular alike with consumer and dealer because more economically and easily handled. Teas packed in tins, lead and cartons $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 lb. sizes.

CATZ AMERICAN CO.

INCORPORATED

New York
Batavia, (Java)
Rotterdam (Holland)

Importers of

Spices Tea Coffee
Tapioca

and all Oriental Products

59 Pearl St. New York

JULES MAES & COMPANY inc.

SUCCESSORS TO
PRODUCE & WARRANT CO. INC.
NEW YORK NEW ORLEANS.

COFFEE



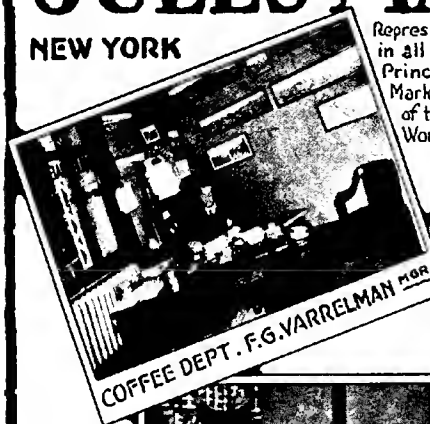
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JULES MAES & CO^o Inc

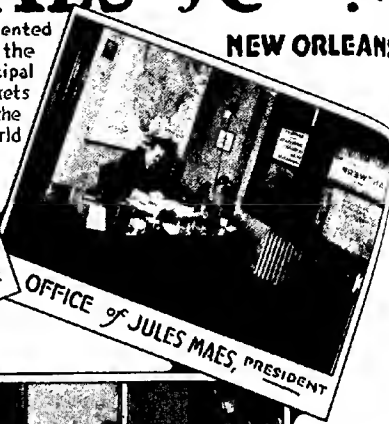
NEW YORK

NEW ORLEANS

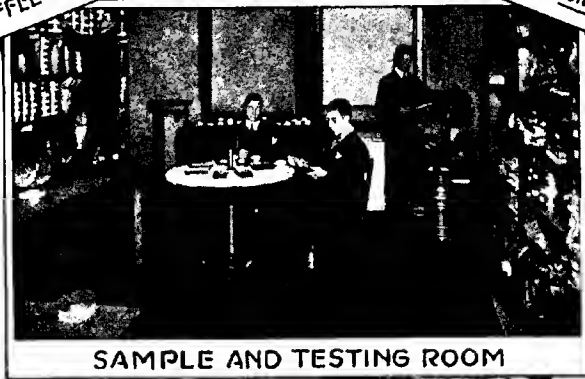
Represented
in all the
Principal
Markets
of the
World



COFFEE DEPT. F.G. VARRELMAN MGR



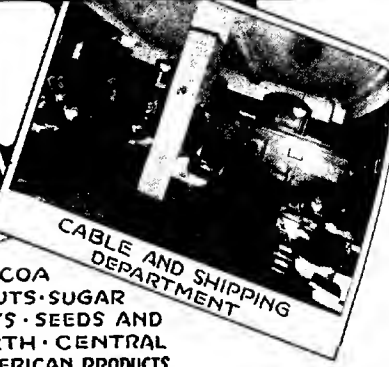
OFFICE of JULES MAES, PRESIDENT



SAMPLE AND TESTING ROOM



SUNDRY IMPORT DEPARTMENT
C. LANDAU MANAGER



CABLE AND SHIPPING
DEPARTMENT

COCOA
RICE · NUTS · SUGAR
BEANS · ROOTS · SEEDS AND
OTHER NORTH · CENTRAL
AND SOUTH AMERICAN PRODUCTS

Views in New York Offices

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

J. C. WHITNEY COMPANY

Exporters TEA Importers

CHICAGO
437 WEST ONTARIO ST.

and
Canadian Headquarters
TORONTO
49 Wellington St., East

NEW YORK
82 WALL STREET

SALES OFFICES
STATE STREET, BOSTON
SOUTH FRONT STREET, PHILADELPHIA
4 EQUITABLE BLDG., ST. LOUIS
7 SANSOME STREET, SAN FRANCISCO
CANADA
Agency, 6 St. Sacramento Street, Montreal



BUYING AND SHIPPING OFFICES
SHIOZUOKA, JAPAN
SHANGHAI, HANKOW, POOCHOW, CHINA
DAITOTAI, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND

**PACKERS AND BLENDERS OF TEAS OF EVERY KIND IN
EVERY VARIETY OF CONTAINER FOR
PARTICULAR BUYERS**

**IN CONSTANT AND CLOSE TOUCH WITH ALL
BUYING AND SELLING MARKETS**



OLD WAY OF SERVING
Tea brewed in this way is
unsanitary and is not as
strong as the same strength.
requires straining.

HOW TO SELL MORE TEA

At Bigger Profits

Use our Sanitary Individual
Cotton Tea Bags

*They get and hold Hotel
and Restaurant trade*



NEW WAY OF SERVING
The use of our tea bag
eliminates the use of
strainer and produces a
brew that is sanitary, health-
ful and economical.

MAKE AND PACK THEM FOR THE TEA MERCHANT
WRITE US ABOUT IT

We are the Oldest and Largest Firm manufacturing Urn Bags or
(other Bags), Mailing Bags, Packing, Sanitary Individual Service
Bags, etc., etc. Cotton Bags of every Description.

The name **NATIONAL URN BAG CO.** is a guaran-
tee for **Service+quality+workmanship+uniformity of**
material = 100% for your \$.



URN BAG OR
LEACHER BAG

NATIONAL URN BAG COMPANY

samples mailed

Cotton Bags of Every Description

on request

174-176 East 104th Street, New York City

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

"If you must leave footprints on the sands of time, let your toes point in the right direction."

Our activities in 1919 developed THE LARGEST BUSINESS WE'VE EVER HANDLED.

We were as busy as a cross-eyed boy at a 3-ringed circus; and but one inference can be drawn:

The Coles Electric Coffee Mills are unquestionably THE WORLD'S BEST

Coles Manufacturing Company

TWENTY-THIRD AND TURNER STREETS, PHILADELPHIA

Steinfeld
TRADE MARK

COFFEE MILL

ONE POUND
"Sanitary" Glass
Canister Mill

An appropriate premium for the tea and coffee trade—always in demand. Each Mill is packed Separately in a corrugated cardboard carton (in excelsior) convenient for shipping, handling and re-shipping by Parcel Post, without extra packing.

One Dozen Mills to Case

Write for Prices and our "PREMIUM SUGGESTION" Catalog.

STEINFELD BROS.
116 W. 32nd Street
New York

"Pioneers in Premium Specialties"



No. 11

J. HENRY YOUNG

GEO. N. JESSEN

YOUNG & JESSEN
COFFEE

230 N. WABASH AVENUE

LONG DISTANCE PHONES
CENTRAL 5344
5345

CHICAGO

A. C. RICKS
COFFEE BROKER

Strict Attention paid to Cup Quality

Samples sent on request.

Correspondence Solicited.

315 Board of Trade Bldg., New Orleans

Member of the Coffee and Sugar
Exchange of New York

Cable Address "Ruffwood"

Members New Orleans
Board of Trade, Limited

RUFFNER, McDOWELL & BURCH

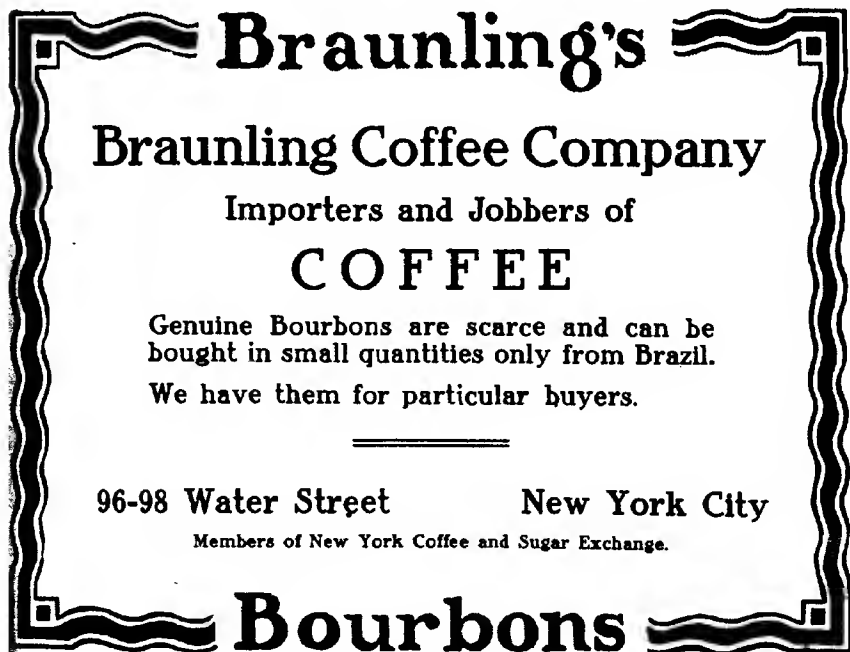
COFFEE

IMPORTING AGENTS AND BROKERS

CHICAGO
326 W. Madison St.

NEW ORLEANS
332 Magazine St.

SAN FRANCISCO
153 California St.



Braunling's

Braunling Coffee Company

Importers and Jobbers of

COFFEE

Genuine Bourbons are scarce and can be
bought in small quantities only from Brazil.
We have them for particular buyers.

96-98 Water Street New York City

Members of New York Coffee and Sugar Exchange.

Bourbons



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



ST. LOUIS

**ALL WATER ROUTE
BRAZIL**

*The home of
the following
progressive coffee
roasting houses*

<p>Save money on your purchase Write for our MONTHLY PRICE BOOK</p>  <p>St. Louis, Mo. Salesmen Wanted</p>	 <p>Meyer Bros. Coffee and Spice Co. St. Louis</p> <p>OWL BRAND Coffee, Tea, Spices</p> <p>We solicit correspondence from dealers seeking to build a high grade coffee business.</p> <p>"Settles The Question"</p>
<p><u>Dealers!</u></p> <p>WESTEN'S COOKS' PRIDE COFFEE</p> <p style="text-align: right;"><u>Ask Us.</u></p>	<p>Since 1858</p> <p>GOLD STAR BRAND Highest Quality Teas, Coffees, Spices AND Grocers' Sundries</p> <p>David G. Evans Coffee Co. St. Louis Established 1858</p>
<p>Back The National Coffee Publicity Campaign</p>	

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

America's Greatest Coffee Roasting Centre

ST. LOUIS

The brands of these
firms distributed
in a total of
twenty-three states

THINK THIS OVER

No Salesmen's Salaries, Commissions,
Traveling Expenses, Etc., go into our
prices.

That's the reason we make such low
quotations.

WE SELL YOU DIRECT

We have no salesmen.

Write for samples and quotations.

Wm. Schotten Coffee Co.

Established 1847

ST. LOUIS, MO.

ST. INSTANT COFFEE AND TEA

F. Blanke Tea and Coffee Co.

Prop. of the World's Famous

Faust Coffees and Teas

the Celebrated New Seasoning

Faust Chili Powder

Consult us on Coffee Fillers.

JOHNSON-LAYNE COFFEE COMPANY

Importers and Distributors of the

World's Finest Coffees and Teas

Write for samples of CUP QUALITY
kinds.

Salesmen wanted in all uncovered
territories.

STUDY THIS!

It will pay you to
pay us our price for
GOOD COFFEE.

NORWINE COFFEE CO.

ST. LOUIS

Our Specialty CHILE SUPPLIES

Mexican Chile Pods
Ground Mexican Chile Pepper
Comino Seed
Oregano Leaves
Forbes Finest Chile Powder
Chile Petine

Write us for samples and prices.

Jas. H. Forbes Tea & Coffee Co.

ESTABLISHED 1853

ST. LOUIS, MO.

St. Louis Is Your Logical Coffee Market

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

PRIVATE LABEL SOLUBLE COFFEE

We Manufacture and Deliver to You

"IT IS GROUND-LESS"

Soluble Coffee Company of America

97-99 WATER STREET, NEW YORK

FIDELITY CAN CO.

BALTIMORE, MD.

MANUFACTURERS OF

TIN CANS AND TIN CONTAINERS

Manufacturers of Box Shooks and Boxes for All Containers

COMPLETE PACKING ROOM EQUIPMENT

Present conditions in the coffee trade demand even closer attention to packaging costs. The coffee packer who seeks to cut down his operating expenses should investigate the "Johnson" line of automatic machinery.

We are manufacturers of complete packing room equipment, including automatic carton making, filling, sealing and moisture proofing machinery.

Write for catalog.

JOHNSON AUTOMATIC SEALER CO., Limited

Battle Creek

Michigan

Jardine, Matheson & Co.,

LIMITED

Importers of all classes of tea, including

CEYLONS, INDIAS
and JAVAS

63 Wall Street, New York

OTIS A. POOLE

STRICTLY

COMMISSION BUYER

JAPAN TEAS

55 KITA BAN-CHO

SHIDZUOKA JAPAN

BAGS

Available Seals for closing them
Lined Containers
Labels - Cover - Sacks
Packaging Coffee etc.

THOMAS W. ROY & CO.
BRYN MAWR, PA.

Write us for prices on your next order.
One to four colors.



We gave the artist this quotation, "No grimy, roily water for them," taken from Elbert Hubbard's new book recounting his recent little journey through Parchment. The artist's first conception was that we drank the water—but Bert found out that the pure sparkling stuff tests great! And is blown from fourteen wells by a hurricane of compressed air for paper making purposes.

Drop us a line for this book today, "A further Palaver on Paper," and we will be glad to send you a copy.

Kalamazoo Vegetable Parchment Company
Kalamazoo, Michigan
"The World's Model Paper Mill"
Makers of waxed paper and vegetable parchment



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL



COGOLLO

The mark of one of the highest Grade
Coffee Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed fragrance. Carefully picked, hulled, selected and stored under sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial" you are certain of getting a coffee of uniform quality.

For particulars apply to M. Duran, 198 Broadway, New York.

ORDER BY THE NAME "COGOLLO"

COGOLLO & CO.
Cucuta Coffee Planters

Rep. of
Colombia,
S. A.



"Ark safe" Elastic Paper Linings

FOR BAGS AND BARRELS

Absolute protection to Coffee, Rice, Sugar
and Spices.

Samples Upon Request

Arkell Safety Bag Co.,

CHICAGO

14 East Jackson Boulevard

NEW YORK

120 Broadway



Chas. Dittmann F. V. Allein Chas. S. Dittmann, Jr.
Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.

Coffee Commission

New Orleans—223 Magazine St., P. O. Box 747
Chicago, 326 River St., Rooms, 215-216

AGENTS FOR:

Messrs. E. Johnston & Co., Ltd., London
Messrs. E. Johnston & Co., Ltd., Santos
Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro
Messrs. Norton Megaw & Co., Ltd., London
Messrs. Norton Megaw & Co., Ltd., Rio-de-Janeiro
Messrs. Carlo Pareto & Co., Rio-de-Janeiro
Messrs. Arhuthnot, Latham & Co., Bankers, London
Messrs. Fred'k Huth & Co., Bankers, London
U. S. Branch of Thames & Mersey Marine Insurance
Co., Ltd., of London and Manchester
London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit issued
Our spot department makes a specialty of selecting
and purchasing coffee for the interior trade.

The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine on the market. The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.

Used Coffee-Roasting and Grinding Machinery. Send for list.

The Laurel Mfg. Co.

627 N. 3d St., Phila., Pa.



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M·LEVY'S SONS

IMPORTERS & JOBBERS
OF
GREEN COFFEE



NEW YORK

NEW ORLEANS

SAN FRANCISCO

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

Looking Forward

Thanks to our coffee roaster friends, 1919 witnessed a decided increase in our volume of sales and imports.

During the past year we established offices in New York and San Francisco giving us representation in the three great coffee ports of the United States.

Plans are now being made for still further expansion during 1920. With these improved facilities we hope to render coffee buyers even better service during the year before us.

We take this opportunity to thank our friends for their contribution to the success of this business during 1919. It will give us much pleasure to continue to serve them in the new year and also to hear from those few who have yet to learn what M. Levy's Sons' service means.

M. LEVY'S SONS

NEW YORK NEW ORLEANS SAN FRANCISCO

For the Manufacture of Liquid Mustard

We Are Prepared to Supply Machinery of Exceptional Merit



The Patented Iron Frame Mill which the entire trade has found so satisfactory

WE BUILD

Grinding Mills, either pulley or chain drive.
Roller Mills and Seed Crushers.
Mixing and Storage Tanks.
Pumps.
Stone Crane Equipment.
Pneumatic Air Outfits to Dress Stones.

PAUL OEHMIG & COMPANY

Builders of Specialty Equipment for
Manufacturers of Food Products

1948-1954 WEST OHIO STREET

CHICAGO

100% EFFICIENCY

your packaging department if you install the

DUPLEX Automatic Net Weigher

Saves time, labor, and money

Unexcelled in

Accuracy, Speed, and Reliability

weighs accurately all free flowing materials
such as coffee, sugar, rice, cornmeal, cereal,
flour, salt, etc., at the rate of 35 packages
per minute.

THIRTY DAYS' FREE TRIAL!

Edtbauer & Company

217 W. Washington Blvd. Chicago, Ill.



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Comores

Bourbon Vanilla Beans
We are direct receivers
from the Islands.

Tahiti

Vanilla Beans
White and Yellow Label
Shipments received at
regular intervals.

ANTOINE CHRIS CO.

18-20 PLATT ST.
NEW YORK

MEXICAN VANILLA
MEXICAN COFFEES

GOMEZ & SLOAN, Inc.
136 LIBERTY ST.
NEW YORK



PUNCH!

Has your package a punch? Why spend years in perfecting a toilet preparation and use all skill in making it to handicap the sale by using an inferior tube? Or, even worse, by using one containing dirt? The perfection of tube making produces Peerless Tubes. May we prove it?



37 LOCUST AVE.
BLOOMFIELD,
N. J.



VANILLAS

of every variety

ESSENTIAL OILS ETHERS

M. L. BARRETT & CO., Importers

Oldest Vanilla Dealers in U. S. A.

233 W. Lake St. Chicago

TRADE MARK SERVICE

We Have Standardized the Business

Can You Read Your Titles Clear?

Inquire of

Trade Mark Title Co.

FT. WAYNE, IND.

Washington, D. C.

Established 1905

New York, N. Y.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

VANILLA BEANS

HURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

COLLAPSIBLE TUBES

of

pure Tin and Composition
Metal

both Plain and Decorated

SPRINKLER TOPS

Ask for Prices and Samples

WHITE METAL
MANUFACTURING CO.

1006-12 CLINTON STREET
HOBOKEN, N. J.

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tin cans under your

Private Label

We make American and Dutch
Process Cocoa.

Write for our *Latest Price List*
State Style of Packing and
Quantity Required Annually.

Tell us where you saw this
Advertisement.

Ambrosia Chocolate Co.

331-333-335 FIFTH STREET
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA
MANUFACTURERS

Connoisseurs Use

UNGERER'S

VANILLA BEANS

VANILLIN

COUMARIN

AND

FLAVORING

INGREDIENTS

UNGERER & CO.
NEW YORK

PHILADELPHIA CHICAGO SAN FRANCISCO

Fifteen Years of Enterprise

Back in 1903—just fifteen years ago—an enterprising little firm in Hornell, N. Y., knew that the merchandising methods of retail food merchants could be improved.

They had in mind electrically operated store equipment which would reduce labor and enable the retailer to give better service. In other words, increase his worth to the community he served.

Dependable machines had to be manufactured in quantities, to place the equipment within reach of the progressive retailers, and the market had to be developed.

To accomplish this end a combination, afterward known as the A. J. Deer Company, Incorporated, was formed and the trade name "Royal" adopted for their output. It is under this name—the one so well known to all retailers—that the enterprise has since operated and prospered.

The meager beginning was made with a small electrically operated meat chopper and a small coffee mill. The chopper embodied the "Royal" Double Cutting Attachment—the mill the "Royal" patented Steel Cutting blades, neither of which have since been equalled.

This enterprise has grown until today it manufactures over one hundred and fifty types of coffee mills, coffee roasting machines, meat choppers and meat slicing machines—all electrically operated.

Merchants of an investigative turn of mind will wonder why, in so short a space of time, this same concern enjoys the reputation of

being the "World's largest manufacturers of electrically operated store equipment."

The answer is simple. It has served its purpose by bettering merchandising methods of the retail food dealer, to his own benefit financially.

In its growth it has enabled the retailer to grow with it. Its service has constantly been broadened, until today its coffee service constitutes the furnishing and preparation of coffees from plantation to the cup.

Through its efforts the housewife now can obtain coffee roasted fresh daily, and thus serve better coffee, and the retailer realizes a saving of from five to fifteen cents a pound through preparing his own coffees in the "Royal" Coffee System.

Testimony of retailers using this service indicates that the wide awake merchant increases his business anywhere from one hundred to five hundred per cent.

This same concern which has made a great success of its undertaking, and has helped thousands of retailers to elevate the plane of their business, stands ready to help you in the same manner.

If in the retail grocery or meat business, it will pay you well to send in the coupon for full information. It will incur no obligation on your part and the proposition should prove interesting.

THE A. J. DEER CO.
INC.



Royal Coffee System as used today by thousands of up-to-date Retailers

INFORMATION COUPON
The A. J. Deer Co., 1127 West St., Hornell, N. Y.
I am interested in _____
Send full details without obligation
Name _____
Address _____

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE TEA & COFFEE TRADE JOURNAL

XXXVIII

NEW YORK, JANUARY, 1920

No. 1

WHO'S WHO IN THE TRADE



LOUIS ALLSTON GILLET

Treasurer of Macy Bros. & Gillet, Inc., Tea Brokers,
New York

See Page 63



AFTERNOON TEA SERVICE AT A PUBLIC FUNCTION IN LONDON ABOUT 1773

From a mezzotint published by Carrington Bowles; artist unknown



DR. JOHNSON DRINKING TEA AT BOSWELL'S HOME IN THE HIGHLANDS

From a sketch by Collings and Rowlandson; dated 1786

EARLY EIGHTEENTH CENTURY TEA SERVICE IN GREAT BRITAIN

A PICTORIAL HISTORY OF TEA

NO. 5--TEA IN GREAT BRITAIN IN THE EIGHTEENTH CENTURY

¶ This is the fifth of a series of historical sketches which trace the story of tea from the days of mythology in the Far East to its introduction into the homes of the Western World. ¶ The researches go back to original sources and reveal the development of culture, preparation and brewing methods. ¶ The pictures are from rare engravings, paintings and water colors, and show old time manners and customs.

THOUGH tea was well known in England at the beginning of the 18th century, it was in contrast with coffee, chiefly in private houses rather than established public places. It is estimated that in 1700 there were a hundred coffee houses to one tea house in London. The gardens were as yet chiefly spring houses, that is, watering places, and, like the coffee houses, served tea as only one of the refreshments provided for their patrons. With the accession of Queen Anne in 1702 the fortunes of tea were revolutionized. Queen Anne, the wife of William, had disliked tea, but her sister, Queen Anne, loved it, and her example almost immediately made it fashionable court and among the ladies of the nobility. At this time one would find it becoming a fashionable thing to take tea at Spring Garden, Vaux and Mulberry Garden, as well as in the out-resorts, such as Islington Wells, all of which had been established in the previous century.

THE BEGINNING OF ENGLISH TEA HOUSES

Another mark of the growing popularity of tea was the founding of special tea houses, such as the Golden Lion, established in 1711 by Thomas Twining in Devereaux Court, where Tom's Coffee House had been. According to Edward Wallis, a few years later, "Although tea cost from 30 to 35 shillings a pound, great ladies used to go to Twining's houses in Devereaux Court in order to sip the enlivening beverage in very small cups, for which they paid their shillings." Twining must have been in danger of having a very close rival, for Addison wrote in the "Freeholder," in 1715, that "One has a design of keeping an open tea table where every man will be welcome that is a friend of King George."

TEA IN EARLY ENGLISH LITERATURE

Perhaps the best evidence of how tea had made its way throughout society is the frequency with which it came to be mentioned in literature. Of

the Queen, herself, Pope wrote in "The Rape of the Lock," 1712:

"Here thou, great Anna, whom three realms obey,
Dost sometimes counsel take and sometimes tea."

The rhyme in this couplet has often been used to prove that the Irish Biddy's pronunciation of tea is at least historic if not correct.

Green tea must have already come in, because Dean Swift wrote, in 1712, "Give me coffee or green tea, for I drink no bohea."

How popular tea was among the ladies may be illustrated by a passage in Colley Cibber's play, "The Lady's Last Stake," "Tea, thou soft, thou sober, sage and venerable liquid! Thou female tongue-running, smile-smoothing, heart-opening, wink-tipping cordial, to whose glorious insipidity I owe the happiest moments of my life."

So also exclaimed Lady Holland, according to Sydney Smith, "Thank God for tea: What would the world do without tea? How did it exist? I am glad I was not born before tea."

According to the poets, tea was taken alone as well as in company. Pope wrote in his lines to Miss Blount:

"To part her time twixt reading and bohea,
To nurse and spill her solitary tea."

John Gay carries the same intimation in his lines:

"At noon (the lady's matin hour)
I sip the tea's delicious flower."

In this connection, however, we must remember that the ladies of high society had adopted the French custom of not rising until well toward noon, and of receiving their friends and admirers in their boudoir, or while their costume was being made.

According to mere men, however, the tea table was the home of feminine gossip and scandal. The great novelist, Henry Fielding, in his play, "Love in Several Masques," declared, "Love and scandal are the best sweeteners of tea." Dean



BEGINNING OF THE FIVE O'CLOCK TEA IDEA IN ENGLAND, FROM A CONTEMPORARY PRINT



A ROWLANDSON CARICATURE OF TEA SERVICE IN A FASHIONABLE LONDON SALON

EARLY TEA SERVICE MANNERS AND CUSTOMS IN SOCIAL ENGLAND

Swift, in his dialogue, "The Ladies at Their Tea," illustrated a complete school for scandal, scarcely mentioning tea at all.

Probably the earliest picture of a tea party is an engraving at the top of some verses on a handbill published early in the 18th century. The opening lines run as follows:

"Here we see Scandal
(For our sex too base)
Seat its great empire
In the Female race.
'Mongst Beaux and Women,
Fans and Mechlin Lace,
Chief Seat of Slander!
Ever there we see
Thick Scandal circulate
With right Bohea!"

The custom of fortune telling by tea grounds seems to have come in early, as Churchill wrote in "The Ghost":

"Matrons who toss the cup and see
The grounds of fate in the grounds of tea."

The custom of tea drinking, and gossiping with it, was not long in spreading from the women to the men. Dean Swift declared that, "The fear of being thought pedants hath taken many young divines off from their severer studies, which they have exchanged for plays in order to qualify them for tea tables."

EIGHTEENTH CENTURY TEA PRICES

In 1734 tea ranged all the way from 9 to 25 shillings a pound, the lower price for ordinary Bohea, and the higher for Hyson. But in spite of such prices it was becoming widely popular throughout England, for Horace Walpole wrote in 1743, "They have talked of a new duty on tea to be paid by every housekeeper for the persons in their family; but it will not be proposed. Tea is so universal that it would make a greater clamor than the duty on wine."

One of the most inveterate tea drinkers was Dr. Samuel Johnson. In a review in 1759 he confesses himself "A hardened and shameless tea drinker, who has for twenty years diluted his meals with only the infusion of this fascinating plant: whose kettle has scarcely time to cool; who with tea amuses the evening, with tea solaces the midnight, and with tea welcomes the morning."

Of Johnson and one of his associates, the great actor, David Garrick, Greenville tells the story in his journal, "When Garrick was in the zenith of his popularity and grown rich, and lived with the great, and while Johnson was yet obscure, the Doctor used to drink tea with him, and he would say, 'Davy, I do not envy you your money nor your fine acquaintance, but I envy you your power of drinking such tea as this.'"

AMERICAN COFFEE IN ITALY

U. S. Brands Are Expected to Be in Demand in Italian Hotels When American Tourist Traffic is Resumed

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., December 2, 1919.

THE future volume of American tourist traffic in Italy will probably be sufficient to make it worth while for the Italian hotel keepers to cater to American taste, according to Alfred P. Dennis, commercial attaché in Rome. He adds:

"The purchase and sale of coffee under the State monopoly is strictly controlled by the Italian Government, and Government coffee, while suited to the taste of Italians, is not what Americans are accustomed to. The Government is at present stocked with a year's supply of coffee and does not intend to make further purchases for some time to come.

REGULATIONS COVERING IMPORTATIONS

"Small lots of high-grade or luxury coffees may be shipped to Italy from the United States or elsewhere, and upon arrival in port may be consigned to a bonded warehouse. The importer must then present to the coffee expert of the bureau of monopolies of the Italian Ministry of Finance a sworn statement showing: (1) The amount of the particular importation; (2) the wholesale and retail prices in the country of manufacture; (3) the place of origin of the raw product, as, for example, Brazil, Mexico, Java; and a (4) qualitative analysis, with special reference to adulterants such as chicory. The statement must also contain a declaration that the special brand is imported for foreign tourists and alien residents rather than for the use of the native population.

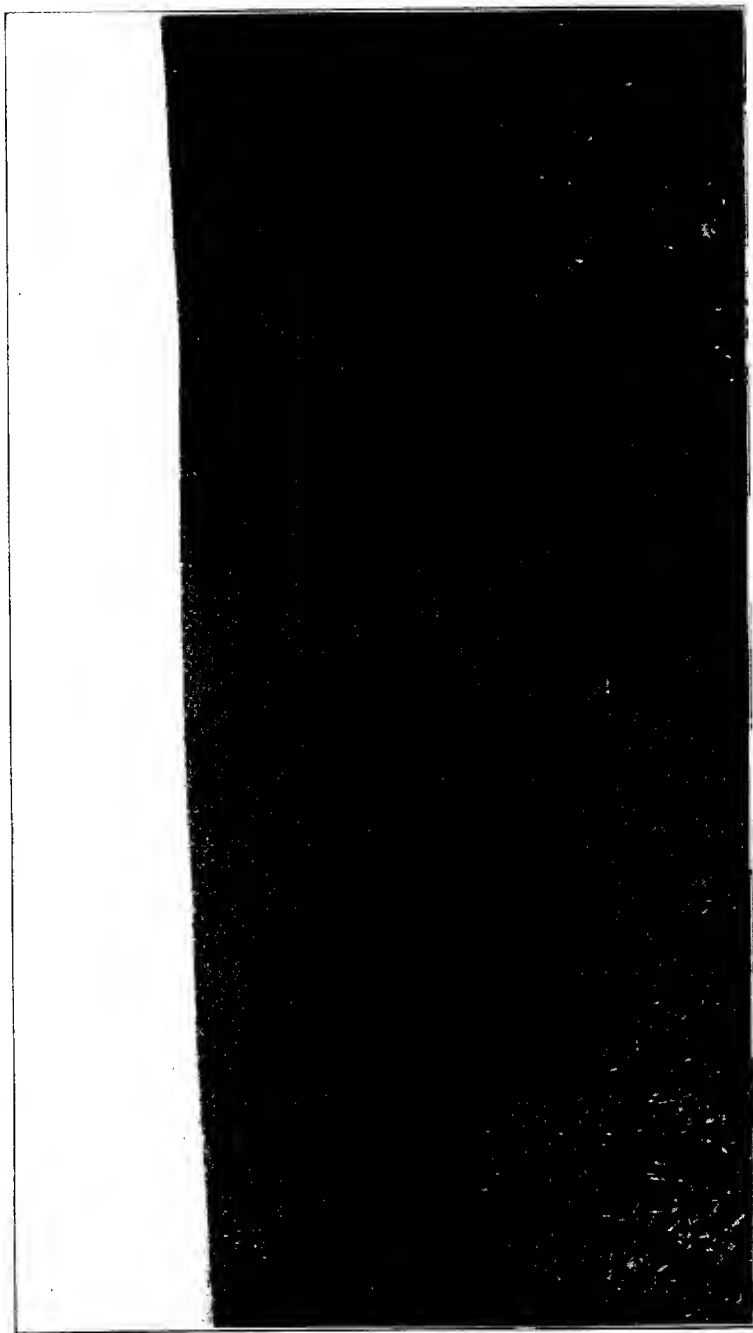
"If these and other less important formalities are complied with, the coffee may be removed from the warehouse and placed on sale after the payment to the State of a monopoly tax amounting to 100 per cent of the coffee's home valuation."—B. R. W.

NO INDIAN TEA CESS FOR U. S.

[SPECIAL CORRESPONDENCE]

CALCUTTA, Nov. 4, 1919.—It is reported here that the Indian Tea Association will spend the entire tea cess in India for the next two years. This is taken to mean that Commissioner Blechynden's services will not be required, at least during 1920 and 1921 in the United States.

The consumption of tea is said to have increased greatly in India in the last four or five years, more than 1,000,000 pounds being used weekly.—L. B.



"ONE HUGE FLOWER GARDEN, SPREADING OVER A SKYLINE OF MILES AND MILES"

This picture of a section of the Fazenda Guatupara, Sao Paulo, Brazil, which has some 800,000 trees, shows how the coffee trees are planted on rolling ground and how they are spaced.

SANTOS COFFEE FROM FAZENDA TO CUP

¶ This article, which was written primarily for young coffee students,* tells how coffee is grown, harvested, prepared for market, transported to shipping port, and sold to the agents of foreign houses. ¶ The writer describes a railroad journey through some of the largest fazendas in the Ribeiro Preto district of Brazil, gives glimpses of the plantations in progressive stages of development, from flowering to picking, and pictures modern coffee-buying methods in Santos.

BY CAPT. A. F. ISRAEL
New York

IN order to make our study of Santos coffee more interesting, let us suppose that we are about to take a little journey to an interior district. Our train leaves Santos at six o'clock in the evening.

FROM SANTOS TO SAO PAULO BY RAILROAD

Our journey to Sao Paulo takes slightly over two hours, and most of the time is spent "climbing the mountain" which separates "sea level Santos" from the beautiful city of Sao Paulo resting, as it does, majestically on a plateau more than two thousand feet above sea level. We pay particular attention to the wonderful roadbed and engineering work on the Sao Paulo Railway, which is the only railroad between Sao Paulo and Santos. Part of the climb is so steep that no locomotive could make the grade. Accordingly, an intricate system of cables has been arranged whereby a climbing train is assisted by a descending one, and vice versa, the one descending having its speed regulated. There are six sections on the mountain, which, besides being the beginning or the ending of a cable system, serve as "pauses" for the trains ascending and descending.

Arriving at the "Alta de Serra," or "Top of the Mountain," our climb is over, the balance of the way being only of moderate grade. We, of course, like all true Brazilians, leave the train during its five-minutes' stop while the cable-gripping engine is changed for a modern locomotive. A mad rush is made for the station lunch counter, where everybody seems to have a small cup of inky-black coffee in his hands, and although this coffee is as hot as —, Brazilians like it. We swallow it and rush for our train, which in about forty-five minutes brings us to the City of Sao Paulo.

We are now in perhaps the most modern city in Brazil. The streets are full of people rushing here and there; the streets are well paved, well

lighted, and lined with modern buildings, which although limited only to a few stories in height are very modern in architecture.

Sao Paulo is a city of about 500,000 people, and is the terminus of no less than four important railroad systems. Its Avenida Paulista, a beautiful driveway about five miles long, is lined with palatial residences, almost any one of which is the home of an important coffee man.

ENTERING THE GREAT COFFEE DISTRICT

Leaving Sao Paulo at 7:30 A. M., we take the Paulista railroad express. Our train leaves the Luz Station, and in five minutes stops at Boaz Station, in the northern part of the city. This is the junction of the Central of Brazil railroad, a Government-owned line running to Rio de Janeiro, and at this station is transhipped the coffee going into Santos from points on the Central. Our next stop is at Jundiahy (about an hour from Sao Paulo), a junction on a branch of the Paulista railroad running to the southern part of the state. Coffee trains passing through Jundiahy are registered there as "Jundiahy Receipts," and on moving to the seaboard through Sao Paulo are registered again as "Sao Paulo Receipts." I wish to state that the "Sao Paulo Receipts" should always exceed "Jundiahy Receipts" on account of coffee's arriving at Sao Paulo over the Central railroad, while the Sococahana railroad does not pass through Jundiahy.

In two hours' journey from Jundiahy our train stops at Campinas, the terminus of the Mogyana railroad, which, running to the northwest, passes through a most important coffee section, and would take us to Ribeiro Preto. Our journey, however, being for the sake of "seeing the trees" en route, requires that we continue on the Paulista to Baldeicao, a junction with the Mogyana, where we continue our journey by that railroad.

Leaving Campinas by the Paulista we pass through Cordeiro, Limeira, and Palmeiras, all important districts. The road en route is lined on

*An address before the coffee class of Leon Israel Bros., Inc., by a member of the firm who was recently in New York on a vacation from his Brazil office.

either side by coffee plantations, and from the car windows we see the trees and study as well as possible their condition. Frequently the train stops long enough for us to take a short walk among the trees to examine carefully the fruit or the wood, to see how evenly the ripening is developing or how much growth there is in new wood. After some years' experience, one becomes accustomed to spanning with the hand the new wood and using this as information for his crop estimates.

When we stop at these stations en route we always leave the train during the stop and take a look around. Of the station master we inquire about the weather and conditions in general, taking a peep into the station warehouses and along the railroad yards to get an idea of how much coffee will yet come down to Santos.

Our journey ends at about five o'clock in Ribeiro Preto and we shall spend the night here, proceeding to-morrow to the fazendas in the district. Probably at daylight we are having our coffee, and a Ford is waiting to take us to see the trees.

In less than half an hour from Ribeiro Preto we are in the midst of coffee trees—as far as one can see on all sides is beautiful rolling ground, all planted with coffee trees, each appearing to be the same height, the rows seeming as straight as arrows—all of them green, in full foliage, presenting a spectacle never to be forgotten; one huge flower garden spreading over a skyline of miles and miles, whose majestic grandeur is only broken by an occasional royal palm.

GLIMPSES OF A LARGE COFFEE FAZENDA

Flowering in the Ribeiro Preto district generally appears in August, varying a few weeks according to weather conditions. The Sorocabana district will be later in flowering, but, generally speaking, with normal weather conditions all flowering will be over by the middle of September. The buds open and remain open for only two or three days, when the petals drop off and the fruit, which is to be harvested nine months later, commences to form. The fruit on the tree forms in little bunches, each cherry separate in itself, but in a sort of "rosette"—and, by the way, this is the technical name given it. The rosette lies attached to the branch with apparently no stem. The distance from one rosette to another on a branch and the number of berries in a rosette will, of course, vary from year to year, and this accounts for the difference in the size of the crops. The number of rosettes on a branch will vary according to the length and vitality of the branch.

We shall have passed over the Ribeiro Preto district visiting fazendas Dumont, Schmidt, and such others in Cravinhos, Guatapara, and surrounding districts as are important, and after examining the flowering and growth of new wood, we mark in our note-book certain facts which we will want to remember on our next visit. We will mark a few trees on each fazenda, taking good trees and bad ones, and noting the present condition of each. On our return, say in the following January (because our trip was supposed to have commenced after the flowering in September), we will observe how the flowering has resulted in fruit and how much change has occurred in our marked trees. We will be careful to note the growth of the new wood, to observe how healthy the trees look, and how well they are prepared, because this is already an indicator for the flowering which is to take place in August or September.

Having brought our records up to date, we shall again make a trip in March or April (during the Easter holidays is usually a convenient time), and we will see whether or not weather conditions warrant our changing our opinion of the growing crops. We will then get a better idea of the possibilities for the following crop, and find out at the same time how much coffee of the present crop is yet to come to the market. You will therefore see that our Easter trip will have bearing on three crops—the crop which is on the market, the one to come to the market in July, and the one to flower in September. I might also add that weather conditions from the flowering time to April will have a bearing on the size of the bean, the evenness of the roast and the merit of the cup. We will already have observed on our Easter trip that some of the cherries are beginning to ripen, and by the first of June picking will have started.

The cherry at first is, of course, green. It changes then to a yellow, then to a bright red, finally getting darker and darker until the ripe berry is perfectly black.

PICKING AND PREPARING COFFEE FOR MARKET

Owing to the fact that weather conditions cause the cherries on the trees to ripen unevenly, there will be harvested at the same time berries which are immature. Those going into the same mix as the mature beans will cause the "quakers" which we see in some coffees. The cherries are stripped, rather than picked from the trees, so you can readily see how immature beans or "quakers" get in with the mature beans. Big cloths are spread under the trees, and the stripped coffee falls on

these cloths. The pickers shake the coffee in large sieves to get out the sticks and dirt, and then the coffee is put into carts and sent to the drying grounds. Some of the more modern fazendas send their coffee from the trees to the drying grounds in aqueducts.

The drying grounds or "Terreiras" are big terraces frequently paved with very fine tile bricks. Each has an elaborate system of "canals" in which the coffee is given a bath, which removes the dirt from the cherry, and causes this dirt to wash on through screens in the little canal. All coffee in Sao Paulo is given a bath before being spread out to dry. The coffee known in the trade as "washed coffee" is coffee which is taken from the trees while the cherry is red, and after being washed to remove what dirt may be on it, is dried and then pulped. Please note that the coffee in Sao Paulo ripens so fast that it is difficult to pick the cherry in the red, so naturally the berries in this case could not be stripped from the branch. It is very expensive and quite dangerous in some cases to attempt to make too much "pulped coffee."

After the coffee is given its cleansing bath, it is spread out on the drying grounds to lie in the hot sun for as many days as will be necessary to cure it properly. Each night, however, if the weather be threatening, it is carefully raked up into piles and covered with paulins. While on the drying grounds it is raked over from time to time to insure its drying out evenly.

After being dried it is sent to the "beneficio," who will remove the outside skin of the cherry and practically peel it so that there are then two beans, each covered with a strong, tough, fibrous parchment skin called "casca." Another machine with a terrific centrifugal motion throws these beans against a screen with such force that the "casca" is broken, and a ventilator sucks the "casca" away, leaving the hulled coffee. I must mention in passing that nature has so provided that the peeling of the cherry makes a fertilizer unsurpassed for the coffee trees, and is so used.

Now that the coffee is hulled, another machine with screens, whose holes are gauged to a sixty-fourth part of an inch, separates the coffee into various size beans and qualities.

The coffee is then put into old bags containing fifty kilos each, and is shipped to Santos. The time required for coffee to reach Santos from Ribeiro Preto (a journey of, say, 12 hours by passenger train) will vary from three days in normal times to three weeks or more, depending on the crop movement, and also on how well the stations can provide rolling stock and get their cars out after they are loaded.

Coffee comes into Santos in all qualities. It is usually re-mixed and re-bagged there. When re-bagged it is put into new "official" bags, each bearing the mark stating that it is Sao Paulo growth. I am sorry to say that lately this statement has been abused.

MODERN BUYING METHODS IN SANTOS

The usual course is for a fazendeiro, or say any interior merchant, to take his coffee to a station and get a bill of lading for it. Say he is consigning the coffee to our Santos office. He draws a draft on us for an agreed amount payable at some stated time, let us say 30 days. He discounts this draft at an interior bank which forwards the bill of lading with the draft to its branch or correspondent in Santos. The bank presents the draft to us for acceptance, and after the draft is accepted we receive the bill of lading and take the coffee into our warehouses. Frequently, of course, the coffee arrives several days after the draft has been accepted.

The commissario will then rebag the coffee, put it into "lots," and, if ordered for sale by the owner, the coffee is put on the "street."

The commissario has carefully graded the lot, and through his broker has ascertained more or less what demand there is for that certain quality. A "lot" may contain any number of bags, and likewise a various number of chops. Also the grade, quality and merit of the particular lot may be varied, and this is what is known in the trade as a "running lot." Only one set of samples of a "lot" is put on the "street" at the same time, and only one broker will work the same lot. This, as you see, avoids confusion. The asked price for a lot is what is known as the "pedido." This price is usually the maximum which the lot would bring, and seldom is the last price of the commissario. I might add, however, that inasmuch as a lot may be shown to as many as thirty houses in a day, any one of them, while the lot is in their hands for grading, has the right to buy it. The coffee thus being considered as offered firm at the "pedido" price, the commissario is entitled to the protection he takes when naming his "pedido" price higher than the actual market. If a lot is in your hands, no other house has the right to buy it even at the "pedido" price if you are unwilling to release the lot. Likewise it is understood that by your refusing to release coffee, you are willing to purchase the lot at the "pedido" price. Again, if you make a bid on a lot at a price lower than the "pedido" price, and the broker leaves the samples with you, signifying that he is submitting your bid to his principal, he cannot withdraw the lot to

show to another buyer until he has answered your bid. It is generally understood in the trade that the first house making a bid acceptable to the seller shall get the lot, even though several other houses have made the same bid. When you have bought a lot the broker notifies you and gives you the samples. An order is drawn on the commissario for large samples, which on the following morning are compared with the purchase samples; any differences are promptly settled, but there are very seldom any differences.

GRADING, OFFERING AND CUP TESTING

The grading in Santos in the afternoon is done on "sight," that is, so much coffee comes on the table in a day that one must work as rapidly as possible to see it all. Grading commences in the afternoon at about one o'clock, and continues until, say, 4:30, when it is too dark to grade any more.

The rest of the day is spent in making offers—and one usually makes offers on three times as much as he intends to buy, the reason being that if he doesn't make offers he will not see any coffee the next day, and if he gets all he offered on, and at the price he offered he will be safe enough!

Grading our purchases in the morning, we carefully pick the coffees and mark the tins with the New York grade, giving at the same time a description of the bean and color, and any other important characteristics. By this time samples will have been roasted, when a notation is also made of the roast merit of the chop.

Then the coffees are carefully tested. We go into the cupping thoroughly and mark on the tin such description of the drink as is necessary, noting at the same time any particular market or customer the chop is suitable for—taking into consideration, of course, style, grade, bean, color, roast and cup.

Having a stock of various qualities, we must necessarily assort those into lots of such description as the world's markets will buy. Therefore, having in mind the United States, it would be useless for us to consider offering the States qualities which would be suitable only for Europe. Likewise we must assort our stock according to grade, and make up our coffees according to trade requirements on descriptions. It would not do for us to send up an offer of, say, 20,000 bags of two's to eight's, described "some bourbon, some large bean, some fair roasters, some soft, some light color, some good bean, some grinders," etc., because the trade doesn't want coffee that way. They want so many bags of this quality and description,

and so many of another, and one market wants one thing and one another. So the assorting must be done at the Santos end.

Therefore, after we have graded and tested the coffee, we make our offers accordingly, describing the lots in words familiar to the trade, and conveying a mind picture of the appearance of the coffee on arrival.

When the coffee is sold it is marked up for shipment, that is, given a specific mark which will identify the lot, chop by chop, and indicating the foreign buyer in most cases.

HOW PURCHASES ARE PAID FOR

An order is drawn on the commissario when a lot is shipped, and, if drawn and presented before 11:00 A. M., the coffee must be paid for before 3:00 P. M. that day. If presented after 11:00 A. M., it must be paid for before 3 P. M. the following day. The terms of the invoices in Santos are cash as removed, full settlement in 30 days, less discount 6 per cent p. a. for the unexpired time.

After shipping your coffee and receiving the bill of lading you draw a draft on the banker whom your buyer has indicated, and sell this draft at an arranged rate to a bank in Santos. This business is done through an exchange broker, to whom you pay a brokerage. The buyer of an exchange does not pay a brokerage.

You will have attached to your draft such copies of the invoice and bill of lading as the terms of your letter of credit might have specified, and have forwarded such documents as might be required, together with such letters of advice as are necessary. A consular invoice is secured and forwarded to whomever you have been directed. Samples of the shipment are forwarded to your buyer and your agent.

Inasmuch as coffee shipped from Brazil may pay an export tax, both a Federal and State, permits for shipment must be secured from the proper authorities, and this tax must be paid before the coffee can be sent on board ship. This is what is known as "dispatching." The dock company also charges a tax for each bag shipped, and a permit must be secured for this also. These charges are known as "Capitazias."

CALORY VALUE OF TEA AND COFFEE

The calorific value of tea and coffee is given as 18 and 85 respectively on the menu card of a large Baltimore restaurant which has adopted the plan of printing after the name of each article of food of the number of calories produced by each. The calorific value of chocolate is placed at 150.

THE WORLD'S 1918-19 TEA TRADE

Survey of Business Conditions in the Principal Producing and Importing Countries, Showing that Consumption is Increasing Faster Than Production

CONSUMPTION is increasing in almost every part of the world, according to the review of the 1918-19 tea trade of the world prepared by Brooke, Bond & Co., Ltd., London. The report continues:

FACTORS IN THE BRITISH TRADE

Some steps have been taken during the year under consideration towards restoring the tea trade, as well as other branches of commerce, to pre-war conditions. On March 24 control ceased. The embargo on the import of non-British-grown tea has also been removed, so that there is now no law to prevent people from buying as much tea as there is to be had, and those who felt themselves aggrieved because they could not have China tea can now purchase the blend they prefer. The import of foreign grown tea is, however, hampered by a preferential duty of 2d. a pound, the duty on British-grown having been reduced in June 2 to 10d., the tax on other tea remaining 1s. This represents a very doubtful commencement of Imperial Preference, as tea badly wanted has not been attracted here, and Java tea has gone instead of Indian and Ceylon sorts—to America, one of our best customers.

There is still great difficulty in obtaining enough tea to satisfy British demand. This is partly due to the freight difficulties and greatly to the congestion at the docks. There are millions of pounds of tea still lying at Calcutta, Chittagong and Colombo, waiting to be shipped, much of which has been there for months. Arrangements have now been made to ship much larger quantities than hitherto. If the docks and warehouses are organized to cope with these increased arrivals, there should be an abundance for all requirements.

The cost of freight, compared with pre-war rates, is enormous. Five years ago tea was brought from Calcutta to London for 27/6 per ton of 50 cubic feet. The present charge is 131/3. From Colombo it is 160. What are known as the Conference Lines have recently made an agreement with the Indian growers to take their tea for 15/- a ton over the charge for rough cargo. This seems to be a fairer arrangement than fixing a rate for tea, when everything is in such a state of flux as it is at present.

In spite of freight difficulties there is a large quantity of tea in the country at present, yet it is almost impossible for wholesalers to get enough to satisfy their customers, because of the congestion of the docks. Apparently men working eight hours a day and no overtime cannot unload the ships as fast as they come in. Complaints are also made that there are not enough barges and that some of the methods of dealing with the tea are obsolete and take an unnecessarily long time.

INDIA SHOWS SLIGHT DECLINE IN EXPORTS

We cannot get reliable figures with regard to production throughout the world, but according to the most trustworthy reports obtainable, the quantity exported from India in 1917-18 was the highest on record, showing an increase of 23 per cent over that of the previous year and of 35 per cent over the pre-war average. During the year under consideration, exports of Indian tea were on the whole smaller than during the previous twelve months.

DISTRIBUTION OF INDIAN TEA CROPS IN THE LAST TWO SEASONS, AND THE PRE-WAR YEAR

	1918-19 Pounds	1917-18 Pounds	1913-14 Pounds
United Kingdom.....	269,879,371	252,102,251	166,352,620
Australia	7,137,037	8,175,202	9,003,212
Canada	1,188,632	20,048,283	6,047,896
United States	1,889,900	17,414,083	1,998,656
Russia	14,855	8,631,025	38,695,702
South America	6,008,626	2,087,564
Continent of Europe.....	1,791,112	1,021,010	1,170,041
Bombay	20,393,836	18,341,711	5,763,161
Burma	1,456,314	1,317,964	1,812,727
Persian Gulf	2,673,114	1,633,920
Africa	2,457,170	10,301,740	2,330,852
China	432,327	2,319,216	11,414,968
Straits Settlements.....	327,479	328,657	419,197
Other places	527,341	169,534	599,240
Total	316,370,656	342,318,193	272,642,901

The quality of the 1918-19 crop was on the whole disappointing, though there were some good autumnal teas from Assam and Darjeeling, those from the latter district being decidedly above the average of recent years. As long as all tea had to be sold at the flat rate of 2/8 a pound, there was little incentive to turn out fine tea, so that many planters directed their efforts chiefly to producing quantity rather than quality. Since control ceased, there has been a great demand among consumers for good tea, and planters are again aiming at quality as well as quantity.

CEYLON'S EXPORTS DECLINE

Exports from Ceylon have fallen steadily during the last four years, not because planters could not produce as much tea as before, but because of the difficulty of obtaining freight and because of the restrictions imposed during the war. We now

look forward to more regular shipments, as freight is to be supplied.

The following are the exports from Ceylon for the last four years:

	Pounds
1915.....	211,629,777
1916.....	202,482,959
1917.....	193,033,962
1918.....	189,638,512

The export distribution from Ceylon from January 1 to September 1 for the years 1918 and 1919 is given in the following table:

	1919 Pounds	1918 Pounds
United Kingdom.....	Black. 65,557,413	57,473,497
	Green. 3,989
Russia	Black. 769,862	24,948
	Green.	109,765
Other countries in Europe	Black. 4,238,046	5,138,750
	Green. 19,890	64,543
America	Black. 12,653,490	9,465,525
	Green. 315,928	245,917
Australia	Black. 10,187,921	23,279,162
	Green.	7,796
China	Black. 497,942	969,176
All other ports.....	Black. 8,208,168	13,762,423
	Green. 1,284,912	650,655
Total	Black. 122,073,832	110,101,291
	Green. 1,612,929	1,078,651

The complete totals of 123,686,752 pounds for the eight months of 1919 against 111,182,972 in the corresponding period of 1918 show a decided increase in the present season, the monthly average being 15,460,844 pounds against 13,897,871 in 1918.

There was nothing very remarkable in the quality of the Ceylon crop during the year; if anything the average was above the usual, owing, no doubt, to fine plucking in view of the shortage of freight. It will be noted from the table that exports to the United Kingdom and America are recovering, and that more has been sent to Russia, but much less to Australia and "other ports;" among the latter the chief fall is to Africa and Mauritius.

CHINA SHOWS FURTHER DECREASES

The China export trade suffered greatly during the war, particularly during the last year, as will be seen from the table giving exports for the last four seasons.

It will be noted that the chief falls are in the amounts sent to America and Russia. Exports to the United Kingdom have somewhat recovered, owing to the removal of the embargo on the import of foreign tea into Great Britain and to the

rather easier freight rates. It is always impossible to give exact figures for the amount of tea grown in China, but it is stated on good authority that the crop of black was about 40 per cent smaller than in the previous season. Of the tea intended for export a good deal remained unsold at the end of the season. The French Government took an unusually large quantity, principally green. The quality of the crop, both black and green, was on the whole below the average.

JAVA'S EXPORTS FALL OFF

Exports from Java were smaller in 1918 than in the previous year, especially to Great Britain, Holland and Russia, in the former two instances entirely owing to the lack of freight. They increased considerably to the United States. Dutch planters unloaded their accumulation of stocks on this market, practically regardless of cost. During the present year conditions have become more normal. During the eight months ending August 31 nearly fifteen and a half million pounds have come to London, against not quite seventeen and a half million in the corresponding period of 1917, the last year before the war. There is to be an International Tea Congress and Exhibition at Batavia in 1921, with the object of studying questions connected with the tea industry and showing how tea is cultivated and manufactured in various countries.

Exports from Sumatra are increasing. During the eleven months ending November 30, 1919 there were more than three times those of the corresponding period of 1917. This country was again in importance as a tea producer, as plantations there is very successful.

Tea is grown in several other places, as well as in the great producing countries already discussed. A few particulars with regard to these other areas may be interesting, although the amount grown in them is inconsiderable.

Exports from Nyasaland rose from 288,000 pounds in 1915-16 to 420,000 pounds in 1916-17, the last year for which we have complete figures. The area under tea also increased from 4,141 to 4,228 acres. The cost of production is low, and the tea finds a ready market in London. The industry is steadily increasing in prosperity.

CHINA'S TEA EXPORTS FOR THE LAST FOUR YEARS

	1918-19 Pounds	1917-18 Pounds	1916-17 Pounds	1915-16 Pounds
United Kingdom	5,297,190	973,996	12,096,051	13,985,266
Russia	3,415,714	29,369,369	33,068,758	49,384,200
United States and Canada.....	10,260,738	23,242,924	17,209,187	18,714,200
European ports	6,328,921	2,421,853	2,814,570	6,277,490
Batoum	9,465	66,593	2,908,893	4,796,251
Bombay	3,428,200	3,989,589	1,536,726	2,083,766
North Africa	739,061	1,484,126	1,619,180	2,818,200
Total	29,479,349	61,550,455	71,211,865	98,060,000

Production in Natal, which at first promised well, does not flourish, chiefly owing to the high price of labor. The yield for the last twelve months for which we have figures, 1916-17, was 1,747,056 cwt. The annual consumption in the Union of South Africa is about 7,000,000 pounds, so there is a good market close at hand if sufficient tea can be produced. The area under tea is about 100 acres, and it is estimated that at least 15,000 acres of suitable land are available.

Tea is grown in other parts of Africa, and is reported to be doing particularly well in British East Africa.

In Mauritius production has not expanded much lately, though demand has increased considerably. There is a good deal of land suitable for planting at present uncultivated.

The Persians show an increasing desire for tea, but only do they import, but they have taken to growing tea. If well managed, the industry should flourish. There are acres of virgin forest (the land from which could be advantageously sold to the neighboring Caspian ports) where tea could be cultivated if the ground were clear. There is a good rainfall, and labor is easily obtainable. Planters have not only a good home market, but are close to Russia, where there is a demand for tea, also through Batoum they send their produce to all other parts of the world.

Tea is also grown in the Fiji Isles, Jamaica, the Laman Isles and Indo-China.

CONSUMPTION INCREASE EXCEEDING PRODUCTION

Turning to the question of consumption, we find that it is increasing throughout the world at a faster rate than production.

In the United Kingdom it is difficult for wholesalers to satisfy demand. Apparently, now that control has ceased, people are determined to make up for having been rationed by buying freely. The purchasing power of the nation has doubtless increased, as although the price of tea is higher than before the war the amount consumed is much greater.

The following table shows the imports, according to Board of Trade returns, for the ten months of the current year ending October 31, compared with the corresponding period of 1914, the last pre-war return:

	1919 Pounds	1914 Pounds
Imports of all teas.....	379,640,604	258,134,651
Home consumption.....	329,940,443	266,493,911
Exports.....	24,856,613	22,664,977
Net bonded stock Oct. 31..	159,912,000	66,142,000

It is quite impossible to say what is the con-

sumption per head at the present moment, but there is no doubt that it has increased considerably since control was withdrawn.

Increase in consumption is not confined to the United Kingdom or to the British-speaking countries. We find the same almost everywhere, in spite of the enhanced prices. In France and Italy, which have never been tea-drinking countries to any extent, there is a marked increase in the amount taken. Germany has also developed a taste for tea, but we have no reliable figures as to consumption in that country. Prices are still high in most European countries.

Canada is taking more tea than formerly. The Dominion believes in Imperial Preference. The import duty is 3 cents less in British grown tea sent direct from the country of production or purchased in bond in Great Britain than on non-British grown tea.

BIG CONSUMPTION INCREASE IN THE U. S.

Whether owing to prohibition or to the efforts of the Indian Tea Cess Committee, or, as is very probable, to both, consumption in the United States shows a considerable increase. A writer on the subject says that afternoon tea is becoming a social institution. In 1918 the imports were 151,000,000 pounds, as against 103,000,000 pounds in the preceding twelve months, and 115,000,000 pounds in 1909, the year which had hitherto held the record. As has been frequently remarked, for many years the States imported almost entirely from China and Japan. Of late years, however, much has been taken from the British and Dutch East Indies. In 1916 out of 110,000,000 pounds imported, 14,000,000 pounds came from India and Ceylon; in 1918, out of 151,000,000 pounds imported, 45,000,000 pounds was British-grown. When Great Britain placed an embargo on the import of foreign grown tea, the Dutch growers had to find another market for their produce. They already had a footing in the United States, and were able to increase their exports to that country from a little over 5,000,000 pounds in eight months of 1917 to 25,000,000 pounds in the corresponding period of 1918. The Dutch are doubtless reaping the fruit of the efforts of the Indian Tea Cess Committee to popularize tea in the States, and will continue to do so.

Consumption in India continues to expand. If it were possible to obtain reliable figures, it would probably be shown that a very considerable increase has taken place. A statement was made in the House of Commons last April to the effect that consumption in India had doubled in the last

five years, and that it was seven or eight times more than in 1905. Many native buyers now operate in the Calcutta auction room, proving that they are becoming interested in the trade themselves. The increase is chiefly due to the efforts of the Indian Tea Cess Committee, whose agents have done excellent work in the villages, in the Army, in factories and in the towns. One of their most successful methods is establishing, or assisting natives to establish, tea-shops, where cups of hot tea can be bought at a very low price. The chief obstacle to getting the natives to drink tea is the difficulty of supplying it really good at a price within the purchasing power of the majority.

RUSSIA ALMOST OUT OF MARKET

Russia, one of the chief tea-drinking countries of the world, and formerly India's best customer after the United Kingdom, is now almost out of the market.

In Morocco there is a diminution in the amount of tea taken, chiefly owing to freight shortage and also probably to shortage of shear, without which there is no demand for tea.

It is evident that consumption is increasing in almost every part of the world. Both planters and distributors ought to do well during the next year, if they are allowed to develop their industry unhampered by restrictions, and if they are able to get their produce conveyed at reasonable rates to the markets eagerly waiting for it.

TEA VS. LIQUOR SHOPS IN INDIA

[SPECIAL CORRESPONDENCE]

COLOMBO, Nov. 4, 1919.—We have heard so much of the success of tea shops in India that it comes as a surprise and disappointment to learn of instances in which they have failed. In the report of the Excise Department in Bihar and Orissa for 1918-19, it is noted that, as in 1917-18, the opening of tea shops near country spirit shops as a counter-attraction did not meet with success, and that most of those opened before had to be closed for want of customers. But in many towns the number of tea shops was increasing. They do not, however, seem to act as a counter-attraction to liquor shops. One would like to know, before despairing of the competition, whether anything can be done to make the tea shops still more attractive than they are.—A. A. F.

PRAISE FROM A COFFEE MACHINERY MAN.
A. L. Burns, vice-president of Jabez Burns & Sons, New York, writes: "Your account of the Atlantic City convention of the National Coffee Roasters Association seems very complete, and the pictures, among which we notice some of our people, are certainly very interesting."

BIG COFFEE CROP IN COLOMBIA

Production This Year is Unquestionably the Largest in the History of the Country

• By P. L. BELL
Medellin

THE total coffee crop of Colombia for 1919, including the November and December harvest, is estimated at 1,300,000 sacks, although it may reach 1,500,000. Unquestionably it is the largest in the history of the country.

The Department of Antioquia produces an average of 18,000 tons of coffee annually, the extent of the plantations being estimated at approximately 63,250 acres, containing possibly 36,000,000 coffee trees, valued at 30 cents each. Production in this Department has practically tripled since 1910. Antioquia exported 100,341 sacks of 145 pounds each. Production in 1915 increased to 192,807 sacks, in 1916 to 273,175, while it is estimated that the Department will export a total of 300,000 sacks this year.

Ever since the boom for Colombian coffee started in New York last November prices have advanced steadily, until in June they reached the high figure of 31 cents per pound. Prices from various parts of the country vary with the cost of transportation. The average cost of freight and other charges on Antioquia coffee is \$0.08 per pound by the time the coffee reaches New York and is delivered to warehouses there. All coffee quotations are made f. o. b. New York in United States currency per pound. Colombian producer or buyers receive or pay Colombian currency for all coffee, and in Antioquia payment has been made in gold coin to a great degree during the early part of 1919. Exchange averaged around \$0.85 during the spring months, and then slowly advanced to \$0.94 and \$0.95 in June.

The future prosperity of Colombia will be in agriculture, coffee being one of its most important crops. It grows at elevations of from 3,000 to 6,000 feet above sea level, and is planted on the more or less steep hills and mountain sides. The plant requires little cultivation or care. Damp soil and shade are the most necessary elements for the production of good crops. The average production is about one pound per tree per year, although on some well-irrigated plantations the production reaches 2½ pounds per tree per year.

An average of 700 trees are planted to the acre. Native trees are planted between rows of coffee plants to afford the necessary shade. Two crop

are taken off every year; the principal one in March and April, and the smaller one in November and December, although some picking is done throughout the year.

ABOUT TEA AND COFFEE PRICES

The Retail Cost in November Was About the Same as in October—Since 1913 Tea Has Advanced Seventeen Cents and Coffee Eighteen Cents

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Dec. 27, 1919.

THE retail prices of tea and coffee in fifty cities in November showed an advance of less than one tenth of one per cent over those prevailing in October, according to a statement by the Bureau of Labor Statistics. The prices of twenty staple food articles showed an average increase of two per cent, eggs climbing the highest, 3 per cent.

The "history" of tea and coffee retail prices for the past six years, taking the month of November as a unit for comparison, is as follows:

TEA PRICES IN RECENT YEARS

Year	Price Per Pound Cents	Year	Price Per Pound Cents
1914.....	54.7	1917.....	61.7
1915.....	54.6	1918.....	67.9
1916.....	54.6	1919.....	71.2

COFFEE PRICES IN RECENT YEARS

Year	Price Per Pound Cents	Year	Price Per Pound Cents
1914.....	29.6	1917.....	39.2
1915.....	29.9	1918.....	39.8
1916.....	29.9	1919.....	47.8

The figures above are based on returns received by the Bureau from fifty cities each month, and in each city reports are obtained from fifteen to thirty firms.—L.A.M.M.

TEA AND COFFEE TAX RUMORED

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Dec. 27, 1919.—Rumors have been current here for several days that Congress will consider shortly after it reconvenes the matter of placing a tax on tea and coffee. In so far as can be learned there is absolutely no basis for this rumor, and some who are in close touch with Congressional affairs are of the opinion that if it has started by the "wets." The report simply stated that a tax would be levied on tea and coffee to meet the additional needs of the Government, especially in view of the fact that millions of dollars will be lost through the enactment of the prohibition law.—L.A.M.M.

U. S. COFFEE TRADE IN 1919

Government Statistics Show Receipts Approximating Normal, Re-Exports Greatly in Excess, and the Average Price Much Higher Than in 1918

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Dec. 17, 1919.

THE following review of the foreign coffee trade of the United States in the fiscal year ending June 30, 1919, has been prepared by the Division of Statistics, Bureau of Foreign and Domestic Commerce:

Receipts approximating normal, high-record shipments, and increased average prices mark the movement of coffee to and from the United States in the fiscal year 1919. Receipts exceeded those of the "peace" year 1914 by only 4.5 per cent and were 8.2 per cent below those of 1918, the last full year of the war; shipments (that is, exports and re-exports to foreign countries and sales to noncontiguous territories of the United States), on the other hand, were 87.4 per cent greater in quantity and 116.4 per cent greater in value than in 1914, and also surpassed, in both quantity and value, those of 1918. The average price of the coffee received in 1919 was 13.7 cents a pound, contrasted with 9 cents in 1918 and a shade over 11 cents in 1914; and the average price of the coffee (both domestic and foreign) shipped was 18.6 cents compared with 13 cents in 1918 and 16.1 cents in 1914. As regards domestic raw coffee alone, the average export price was 19.5 cents in 1919, 14.5 cents in 1918, and 16.2 cents in 1914.

The United States has long been the largest coffee consuming country in the world in the aggregate, though not per capita, but with the advent of nation-wide prohibition an increase in the per capita consumption may be expected, for the establishment of the once popular "coffee house" of England in this country to supplant the "bar" is by no means an improbability. The Brazilian Government, alive to the possibilities for expansion of the coffee trade, has decided to spend a large sum of money during the next four years in an intensive advertising campaign in the United States. All of which, coupled with the recent sharp advance in price, will tend to keep coffee prominently before the American public.

RECEIPTS OF COFFEE SINCE 1914

The receipts of coffee into continental United States during the fiscal year ending June 30, 1919, from foreign countries and from noncontiguous territories aggregated 1,051,839,910 pounds, valued at \$144,069,369, an increase of 4.5 per cent in quantity and of 29.3 per cent in value over the pre-war year of 1914, as the following table shows:

Fiscal Year Ending June 30—	Pounds	Value
1914.....	1,006,362,294	\$111,454,240
1915.....	1,126,041,691	107,794,377
1917.....	1,322,058,526	133,513,226
1918.....	1,145,955,957	103,355,279
1919.....	1,051,839,910	144,069,369

The bulk of the coffee arriving in the United

CLASSIFICATION OF U. S. COFFEE IMPORT AND EXPORT TRADE

TABLE NO. 1.—COFFEE IMPORTED INTO THE CONTINENTAL UNITED STATES IN FIVE RECENT YEARS

Received From—	Fiscal Years Ending June 30—				
	1914 Pounds	1915 Pounds	1917 Pounds	1918 Pounds	1919 Pounds
Central America	40,232,480	75,350,258	133,289,460	166,292,751	156,343,135
Mexico	49,385,504	52,706,120	64,908,222	31,118,513	21,863,490
West Indies:					
Haiti	2,124,432	8,976,709	5,874,209	25,849,779	47,949,384
Other	2,586,837	7,253,843	3,785,803	4,891,138	9,074,644
Brazil	743,113,500	773,400,315	907,197,562	743,958,458	571,921,577
Colombia	91,830,513	111,077,449	150,591,659	112,159,390	121,416,418
Venezuela	49,953,478	72,462,140	58,050,584	50,122,484	85,007,646
Other South America	2,113,506	1,772,061	907,603	4,392,895	4,252,157
Aden	2,251,202	1,498,120	452,575	762,594
Dutch East Indies	8,421,592	11,334,575	4,021,189	4,687,538	13,583,966
Japan	30,269	7,859,567
Turkey in Asia	1,838,128	398,840	5,444
Other countries	7,669,756	2,428,803	580,693	758,236	3,800,225
Total from foreign countries	1,091,510,928	1,118,690,524	1,319,859,467	1,143,731,180	1,045,940,236
Hawaii	4,430,722	3,191,274	1,987,935	1,968,080	5,623,144
Porto Rico	420,644	4,159,893	212,024	256,697	276,529
Total from non-contiguous territories	4,851,366	7,351,167	2,199,059	2,224,777	5,899,674
Grand total quantity	1,096,362,294	1,126,041,691	1,322,058,526	1,145,955,957	1,051,839,910
Grand total, value	\$111,454,240	\$107,794,377	\$133,513,226	\$103,355,279	\$144,069,869

TABLE NO. 2.—THE DISTRIBUTION OF EXPORTS OF DOMESTIC GROWN COFFEE

Shipped To—	Fiscal Year Ending June 30—				
	1914 Pounds	1915 Pounds	1917 Pounds	1918 Pounds	1919 Pounds
Austria-Hungary	9,708,489	9,370	26,224
Belgium	121,082	410,307	31,444	5,748,521
France	5,149,005	5,953,607	3,456,899	2,876,031	6,540,953
Italy	4,085,979	4,964,736	1,277,150	13,848	136,973
Spain	7,826,197	12,373,590	10,456,618	8,974,587	11,699,587
Other Europe	3,142,182	2,749,749	621,967	631,445	838,861
Canada	618,157	641,062	626,327	1,420,839	145,722
Central America	520,901	454,278	416,283	190,876	122,314
Mexico	1,466,987	401,762	238,874	175,801	380,877
Cuba	19,685,036	21,439,389	25,163,869	26,488,585	15,596,394
Other West Indies	67,025	55,916	310,370	153,129	43,370
Philippine Islands	1,757,508	1,501,282	1,573,878	1,121,916	1,284,818
Other countries	316,520	643,862	909,798	657,993	226,666
Total to foreign countries	54,465,068	51,508,810	45,083,087	42,704,800	42,788,867
Alaska	699,211	579,241	920,551	962,245	726,396
Hawaii	24,901	12,367	23,436	34,645	100,960
Total to non-contiguous territories	724,112	591,608	943,987	996,890	833,253
Grand total, quantity	55,189,180	62,100,418	46,027,974	43,701,690	43,622,153
Grand total, value	\$9,111,088	\$7,445,759	\$7,086,896	\$6,547,103	\$8,681,325

TABLE NO. 3.—RE-EXPORTS OF FOREIGN GROWN COFFEE FROM THE UNITED STATES

Re-exported To—	Fiscal Year Ending June 30—				
	1914 Pounds	1915 Pounds	1917 Pounds	1918 Pounds	1919 Pounds
Austria-Hungary	1,683,161	40,500	20,369
Belgium	344,099	6,489,274	20,033,705
Denmark	73,280	12,967,157	6,812,657	4,137,256	10,399,606
France	327,860	4,169,617	2,457,028	9,398,534	21,034,613
Greece	3,789,865	566,017	1,661,636
Italy	1,941,399	3,306,990	1,729,148	784,083	657,490
Netherlands	571,170	14,974,211	989,752	2,055,024
Norway	2,435,224	1,167,634	2,538,142	6,696,774
Russia in Europe	5,400	1,706,418	2,920,706	112,009
Sweden	5,984,680	517,987	4,300,800	7,737,182
United Kingdom	56,431	8,130,941	659,550	140	615,853
Canada	127,582	698,834	1,027,403	1,066,233	1,604,321
Mexico	2,547,223	3,074,294	2,146,925	637,110	363,164
China	195,549	142,346	4,468,183	2,892,836	11,905
Japanese China	3,015,984	4,106,539
Japan	4,898	10,435	9,462,139	16,806,663	2,910
Russia in Asia	72,599	11,995,712	933,695
Other countries	1,695,034	2,171,418	3,119,342	2,922,697	4,714,332
Total quantity	9,574,496	66,974,501	51,895,512	60,410,267	77,220,266
Total value	\$1,276,327	\$7,562,303	\$6,880,296	\$7,023,872	\$13,913,444

States comes from South America, chiefly Brazil. Central America, Mexico, the West Indies, and Hawaii and Porto Rico supply what are known as mild coffees; from Aden and Arabia comes the familiar Mocha coffee; and the Dutch East Indies send Java coffee. Table No. 1 gives in detail the receipts into continental United States from the principal countries in 1914 and 1915 and 1917 to 1919.

Brazil has dropped from supplying approximately 75 per cent of the imports of coffee into continental United States in 1914, to 54.3 per cent of the receipts in 1919. This loss was partly compensated by the increase in imports from Central America and the West Indies. Coffee cargoes from Central America increased from 40 million pounds in 1914 to 158 million pounds in 1919; those from Haiti rose from 2 million pounds in 1914 to almost 48 million in 1919; and those from other West Indian Islands from 2½ million in 1914 to 9 million in 1919. Imports from the Dutch East Indies likewise show a marked increase. The arrival of almost 8 million pounds of coffee from Japan was a feature of the past year, but Aden and Arabia (Turkey in Asia) sent less than one-fifth of the amount supplied by them in 1914.

TOTAL SHIPMENTS DURING PAST FIVE YEARS

In 1919 the United States re-exported 77,720,366 pounds of foreign coffee, valued at \$13,913,404, as against 9,574,496 pounds, valued at \$1,276,227, in 1914. Exports of Hawaiian and Porto Rican raw coffee for 1919 amounted to 37,224,166 pounds, valued at \$7,252,294, and of the roasted and prepared coffee, 5,564,294 pounds, valued at \$1,194,413. Shipments to the noncontiguous Territories of Alaska and Hawaii was 833,286 pounds, valued at \$244,621. This gives total outward cargoes of 121,342,519 pounds, valued at \$22,604,732 in 1919, compared with 64,763,676 pounds, valued at \$10,447,315, in 1914, an increase of 87.4 per cent in quantity and of 116.4 per cent in value. Table No. 2 gives the total shipments for these and three intervening years.

CUBA THE BEST CUSTOMER

As regards exports alone, shipments of Hawaiian and Porto Rican raw coffee from all customs districts of the United States to foreign countries in 1919 amounted to 37,224,166 pounds, valued at \$7,252,294; in 1918, to 40,718,088 pounds, valued at \$5,809,661; in 1917, to 42,916,479 pounds, valued at \$6,405,837; in 1915, to 49,177,146 pounds, valued at \$6,841,575 pounds; and in 1914, to 52,649,233 pounds, valued at \$8,550,642. Of roasted or prepared coffee the exports to foreign countries aggregating 5,564,291 pounds, valued at \$1,194,413, in 1919; 1,986,712 pounds, valued at

\$386,519, in 1918; 2,107,508 pounds, valued at \$439,026, in 1917; 2,421,664 pounds, valued at \$461,030, in 1915; and 1,815,835 pounds, valued at \$427,009, in 1914.

To the noncontiguous Territories of Alaska and Hawaii there were 833,286 pounds of domestic coffee, valued at \$244,621, in 1919; 996,890 pounds, valued at \$260,923, in 1918; 943,087 pounds, valued at \$242,033, in 1917; 591,608 pounds, valued at \$143,154, in 1915; and 724,112 pounds, valued at \$193,437, in 1914.

This gives total shipments of domestic coffee amounting to 43,622,153 pounds, valued at \$8,691,328, in 1919, as against 43,701,630 pounds, valued at \$6,547,103, in 1918; and 55,189,180 pounds, valued at \$9,171,088, in 1914. The distribution of these shipments by countries of destination is shown in Table No. 2.

This table shows Cuba to be the largest purchaser of Porto Rican coffee. Shipments of domestic coffee to Europe are now confined chiefly to the Mediterranean countries, although before the war Austria-Hungary received large quantities, its purchases in 1914 amounting to almost 10 million pounds. Exports to Belgium approximated 6 million pounds in 1919, as against 121,082 pounds in 1914. A large proportion of the coffee sent to the Philippine Islands is probably of Hawaiian origin.

The exports of coffee from the customs district of Hawaii direct to foreign countries averaged about a million pounds a year, while the customs district of Porto Rico sent direct to foreign countries approximately 50 million pounds in 1914, 47 million pounds in 1915, 40 million pounds in 1917, 37½ million pounds in 1918, and 28 million pounds in 1919.

DETAILS OF TRANSSHIPMENT TRADE

The foreign coffee reshipped from the United States goes principally to Northern Europe and to France. Re-exports in 1919 of 21 million pounds to France, 20 million pounds to Belgium, 10 million pounds to Denmark, almost 8 million pounds to Sweden, and more than 6½ million pounds to Norway, are particularly interesting when compared with the quantities sent to these countries in 1914; in that year France took 327,660 pounds, Belgium 344,609 pounds, Denmark 79,280 pounds, and Norway and Sweden none whatever. Re-exports of coffee from Japan fell from 9,482,139 pounds in 1917 and 16,866,653 pounds in 1918 to 2,200 pounds in 1919. Details of the re-exports of foreign coffee from all customs districts of the United States since 1914 are given in Table No. 3.

The average price of coffee shipped (total shipments) in 1919 works out at 79.5 cents a pound,

TABLE No. 4.—TOTAL VOLUME OF EXPORT TRADE IN FIVE RECENT YEARS

Fiscal Year Ending June 30—	Exports			
	From All U. S. Customs Districts*		From Continental United States*	
	Pounds	Value	Pounds	Value
1914.....	64,763,676	\$10,447,315	13,811,301	\$2,137,967
1915.....	119,164,919	15,008,062	70,952,754	8,288,894
1917.....	97,923,496	13,967,192	57,502,893	7,336,082
1918.....	104,111,557	13,570,975	65,598,802	7,930,274
1919.....	121,342,519	22,604,732	92,651,269	16,444,459

* Figures include shipments from continental United States to non-contiguous customs districts.

contrasted with 14.5 cents in the preceding year; in 1914 the average was 16.2 cents a pound; in 1915, 13.9 cents, and in 1917, 14.9 cents. The average price of the coffee received advanced from 9 cents in 1918 to 13.7 cents a pound in 1919; it was 11.1 cents in 1914, 9.6 cents in 1915, and 10.1 cents in 1917. There was an advance from 14 cents in 1918 to 16.5 cents in 1919 in the price of the Hawaiian coffee sent to continental United States, and from 15.2 to 24.9 cents a pound in the price of Porto Rican coffee shipped to the mainland. (Import prices are based on the wholesale price in the country from which imported, while the export price is based on actual cost at time of exportation at port from which shipped.)

Deducting the exports and re-exports of continental United States, 92,651,269 pounds, from the receipts of 1,051,839,010 pounds, leaves 959,188,641 pounds as the net amount retained in the United States in 1919, or an average of 8.99 pounds per capita. The per capita consumption was 10.06 pounds in 1914, 10.52 pounds in 1915, 12.22 pounds in 1917, and 10.29 pounds in 1918. These figures make no allowance for the loss in roasting, which is approximately 16 per cent.

COFFEE FINANCING IN COLOMBIA*

[SPECIAL CORRESPONDENCE]

BARRANQUILLA, Nov. 26, 1919.—Formerly most exports from Colombia to the United States were financed by 30, 60 and 90 day drafts drawn by the exporter (by arrangement with the American consignee) generally for two-thirds of the market value of the merchandise at time of shipment, but during the last year American banks which have been established in Colombia have handled a growing proportion of the export business of the United States. The producer turns over his coffee or hides to the bank for export, the bank recognizes a credit in his favor for two-thirds of the market value, and when the goods are sold credits him with the balance, less expenses, interest, commission and exchange. The terms on which these credits are generally arranged, both locally and in New York, are 2½ per cent commission plus interest, the latter item being 12 per cent for local transactions.—C. E. G.

OPPOSITION FOR TEA CONGRESS?

[SPECIAL CORRESPONDENCE]

CALCUTTA, Nov. 4, 1919.—In some recent correspondence that has passed between the Indian Tea Association and the Colombo Tea Traders Association, the first named definitely states that it will not participate in any way in the proposed International Tea Congress and Exhibition at Batavia in 1921. The Colombo organization has not yet declared itself.—L. B.

SOLUBLE COFFEE GAINING

Since 1917 the Output Has Increased in The Country from 1,000 Pounds to 40,000 Pounds Per Day

THE ratio increase of soluble coffee manufacture in the United States is evident from the coffee man's estimate that the production and consumption, has grown from 1,000 pounds per day before America's participation in the Great War to 40,000 pounds daily in 1919. This trade authority says:

"Previous to the war with Germany this product was manufactured by two concerns, with a total capacity of very little over 1,000 pounds per day. This is equal to about 10,000 pounds of bean coffee.

"Like many another good product developed during the war's emergency, soluble coffee became so well known and understood that five great factories, built to supply the army demand of 40,000 pounds daily (equal to 400,000 pounds of bean coffee), have continued their activities, and are now running to capacity trying to supply those who desire the convenience of coffee that dissolves like sugar and has been brewed scientifically."

This coffee man says it is his impression that soluble coffee is not displacing bean coffee, but represents a direct gain in the use of coffee over substitutes. He also believes that soluble coffee in liquid form is making noteworthy strides for ward.

COFFEE PRICE EDUCATION NEEDED

In a recent review of the coffee trade, the San Francisco office of W. R. Grace & Company stated: "To raise roasted prices to a just level in face of the antagonism of the public against higher prices is indeed no easy undertaking, and it is regrettable that no educational advertising has so far been attempted to inform the public of the true relationship between green and roasted prices in the different grades of coffee."

TEA CAMPAIGN DEVELOPMENTS

The Tea Association reports that there are no new developments in the proposed tea publicity campaign. Although no meetings have been held during the past month, the Association expects to renew activities along this line in the near future.

COMPLIMENTS FOR OUR CONVENTION NUMBER

C. W. Brand, president of the National Coffee Roasters' Association, writes: "I want to take this opportunity to compliment you on the appearance of your Convention Number. The articles have been very carefully edited, and the snapshots of members add a personal note that I am quite sure will be of interest to our membership."

TEA AND COFFEE DISCOUNTS

Terms of Sale Used by Importers, Jobbers,
Roasters, Wholesalers and Current
Trade Practice

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Dec. 30, 1919.
The recent "history" of terms of sales current
in trade practice in the tea and coffee indus-
try is contained in a series of articles recently
published by the Federal Reserve Board.

COFFEE TERMS OF SALE

With regard to coffee, the Board states:

Terms of sale for green coffee are largely on a
90-day basis, discount for anticipatory pay-
ment being at the rate of 8 per cent per annum,
less 2 per cent the discount for cash. In the
case of smaller jobbing quantities, namely, lots
less than 250 bags, 1½ per cent discount is almost
universally allowed. In certain cases full settle-
ment is insisted upon in 30 days. Sight draft with
bill of lading attached is used in some instances
where the purchaser is not a good credit risk.

Most coffee roasters, as is also the case with
spice grinders, import to a greater or less extent.
Wholesale grocers as a rule buy their coffee and
spices from roasters and grinders, although a con-
siderable number do their own roasting, and some
import these items as well.

Terms on sales of roasted coffee to jobbers are
largely 2 per cent 10 days, net 60 days.

Sales by wholesalers to retailers, whether the
coffee is packed or in bulk, are largely upon the
same terms, although in recent years a consid-
erable number of firms have reduced the 60 days to
30 days. It is stated that "it is the general opinion
on the part of the trade to make the terms shorter
(both for tea and coffee), and the talk is 30 days
net with a discount of 1 per cent." Several in-
stances of such terms have been reported.

DISCOUNTS IN THE TEA TRADE

Terms on tea are longer and larger discounts
are allowed than in the case of coffee:

Time given on sales between importers and job-
bers ranges from 60 days to 4 months, large use
being made of terms of 3 per cent 10 days, net 4
months. Considerable business is done on terms
of 3 per cent 30 days, it being stated that up to one



BREWING THE GUEST'S COFFEE IN A MOHAMMEDAN HOME

THE making of the guest's cup of Turkish coffee is a matter of much formality in the
Ottoman Empire. This picture shows the furnishings of a typical guest room in a
Mohammedan home and the equipment used in brewing the coffee. An attendant first pul-
verizes the berries with a highly ornamental pestle and mortar, and then brews the powder
in a long-handled pot set in a glowing coal fire. There are no chairs. Everybody sits cross-
legged on rugs and cushions to enjoy the beverage.

or two years ago the amount sold on such terms was as great as on 10-day terms.

Sales by wholesalers to retailers also vary, discounts for cash ranging from 2 per cent to 5 per cent and net terms from 60 days to 4 months. Large use is stated to be made of terms of 3 cent 30 days, while some houses continue to give 4 per cent 10 days, net 4 months. The latter terms, however, are confined largely to sales by small jobbers. In at least one instance terms during the present year have been shortened to 2 per cent 10 days, net 60 days.—L.A.M.M.

THE JAVA TEA SITUATION

A Review of the War-Time Trade and the Prospects for the Near Future—Production by Districts

By JOHN A. FOWLER

United States Trade Commissioner

IN 1913 the Netherlands and England marketed 45 and 28 per cent, respectively, of Dutch East Indian tea, whereas, in 1918, according to statistics issued by the Dutch Colonial Government, neither country handled a pound through their home markets. On the other hand, in 1913 British colonies bought only 9 per cent of the total export of 26,500,000 kilos (kilo=2,204 pounds), but in 1917 they took 22 per cent of the total of 38,000,000 kilos. The following year 35 per cent of Java's crop went to the British colonies, mostly to Australia and Canada, and in that year Java's exports were over 1,000,000 kilos in excess of the production of the whole colony for 1913.

WAR-TIME SHIPMENTS

Up to 1915 the exports to Russia had been going largely via the Mediterranean, but in that year they were diverted to Vladivostok and Nikolaevsk. Shipments reached the highest point in 1916, when 10,970,000 kilos were shipped, while they declined in 1917 to 8,700,000 kilos, and in 1918 to less than 500,000 kilos.

The exports to the United States in 1913 were 135,000 kilos, or 5 per cent of the whole export, while in 1917 there were 14,600,000 kilos, or 38 per cent; in 1918, 16,400,000 kilos, or nearly 60 per cent of Java's crop, went to the United States. This phenomenal increase was not entirely due to the demand from the United States. American buyers were willing to buy the Pekoes and Sou-chongs in this market; but they did not want the inferior grades, so the growers sent the large bulk of their crops on consignment to American commission houses and banks, as the American market was the only available one.

Table No. 1, made up from figures taken from

the annual reports of the customs, shows the distribution of exports of "Java" tea from Java and Sumatra during the years 1913, 1915, 1916 and 1917, and that from Java alone for the year 1918

SHIPMENTS DURING FIRST FOUR MONTHS OF 1919

The following table, made up from figures taken from the monthly customs returns, shows the exports of tea from Java and Sumatra during the first four months of 1919:

Destination	January Kilos	February Kilos	March Kilos	April Kilos
Netherlands:				
Java—				
Leaf	1,890,000	1,516,000	3,816,000	
Sumatra	81,500	198,866	
Great Britain:				
Java—				
Leaf	10,000	622,000	1,841,000	2,395,000
Dust	44,000
Sumatra	56,070	281,233	80,817
United States:				
Java—				
Leaf	187,000	280,000	96,000	25,000
Dust	68,000	68,000
Australia:				
Java—				
Leaf	83,000	226,000	50,000	87,000
Sumatra	15,000
Canada:				
Java—				
Leaf	136,000	31,000	42,000	58,000
Singapore:				
Java—				
Leaf	5,000	45,000	116,000	18,000
Sumatra	467,555	12,340	40	21,235
France:				
Java—				
Leaf	264,000
All other countries:				
Java	84,000	537,000	81,000	17,000
Total	1,251,555	3,230,910	4,041,273	6,318,415

POST-WAR TRADE

The foregoing table indicates the extent to which the Netherlands lost its former Java tea trade when the tea market was established in this colony in the early years of the war, and also show the return to former conditions as the Netherlands again assumed control of the marketing of this tea. While conditions are now (August, 1919) favorable to an immediate resumption of trade on old lines in this commodity, it may be more difficult to resume the marketing, through the Netherlands, of rubber, coffee, sugar, and other valuable products of this rich group of islands; and, while an effort to do so will probably be made, there is also being made a strong effort, fostered by buyers from America and the British colonies, to keep the market here. The United Kingdom afforded a large market for Dutch colonial products before the war, holding second place in the list of countries of destination of exports of Java tea. These exports were entirely wiped out in 1918, but exportation to that market has now been resumed.

The table of tea exports for the first four months of 1919 shows how the old trade routes are

CLASSIFICATION OF JAVA'S TEA EXPORTS AND PRODUCTION

TABLE NO. 1.—DISTRIBUTION OF EXPORTS FROM JAVA AND SUMATRA IN RECENT YEARS

Destination		From Java and Sumatra				From
		1913	1915	1916	1917	Java
		Kilos	Kilos	Kilos	Kilos	1918
Netherlands*	Leaf.	12,159,832	19,667,558	14,927,777	639,211	Kilos
	Dust.	20,266	66,552	29,324
United Kingdom*	Leaf.	7,427,850	13,932,536	13,650,458	2,135,823
	Dust.	95,565	143,370	127,485	5,580
Russia†	Leaf.	2,008,790	4,784,069	10,923,355	8,518,874	441,556
	Dust.	113,338	18,709	27,950	7,015
France	Leaf.	17,815	44,092	30,240	17,953
Italy	Leaf.	7,881
Norway	Leaf.	8,080	3,100
Sweden	Leaf.	71,431
Germany	Leaf.	66,874
Austria	Leaf.	35,435
Turkey	Leaf.	41,734
Persia	Leaf.	192,620	33,916
Japan	Leaf.	5,411
China	Leaf.	671,606	1,411,200	354,340	369,352	373,022
	Dust.	1,166,695	1,858,211	2,903,005	2,985,216	406,076
British India	Leaf.	126,742	10,667	123,283	20,468
Singapore and Penang	Leaf.	283,125	1,415,022	1,017,917	650,066	223,959
	Dust.	24,949	630
Hongkong	Leaf.	15,347
British Borneo	Leaf.	1,173
Australia	Leaf.	1,940,214	3,507,633	3,217,399	5,178,963	4,402,450
	Dust.	74,133	50,543	92,270
New Zealand	Leaf.	1,245	10,720	777,814
South African Union	Leaf.	27,318	6,197	36,018	99,449
South America	Leaf.	238,541
Canada	Leaf.	50,067	192,295	51,138	2,555,680	4,161,377
	Dust.	14,276
United States	Leaf.	128,467	358,582	348,198	14,540,781	16,286,118
	Dust.	6,850	34,643	14,782	135,434	149,091
Philippine Islands	Leaf.	17,196	46,403
All other countries	Leaf.	16,867	4,825	3,472	2,365	3,146
	Dust.	10,283	62
Total		26,317,563	47,553,345	47,059,378	38,009,568	27,735,802

* Including shipments "for orders." † Shipments to European ports and for Russia via Vladivostok and Nikolavsk.

TABLE NO. 2.—PRODUCTION OF JAVA TEA BY DISTRICTS FOR THE YEARS 1913-1917

Districts	1913	1914	1915	1916	1917
Leaf From Java	Kilos	Kilos	Kilos	Kilos	Kilos
Bandjoneg-Priok	23,374,388	27,332,085	41,935,150	40,113,198	32,691,711
Surabaya	275,185	302,240	452,604	388,292	184,143
Semarang	103,103	134,279	276,863	244,817	295,140
Meribon	220,063	439,915	490,934	395,390	152,552
Pilatjap	837,718	1,382,597	1,137,925	906,741
Sanjoewangi	42,790	71,041
Real	40,728
Skalongen	135,786	164,127	298,929	50,477	29,866
Asseroean	58,209	97,662	89,858	91,670
Poholinggo	39,324	74,720	116,501	133,244
Total	25,084,873	29,927,634	44,867,292	42,394,783	33,253,412
Percentage:					
Of whole	94.4	93.81	93.97	90.09	87.49
Of Java	94.40	94.39	93.3	93.09	91.14
Of leaf.	99.34	98.51	96.43	95.6
Dust From Java					
Bandjoneg-Priok	1,422,791	1,762,751	2,206,528	3,070,192	3,213,965
Semarang	64,339	11,814	9,712
Pilatjap	12,784
Total	1,487,130	1,774,562	2,206,528	3,092,688	3,213,965
Percentage:					
Of whole	5.6	5.87	4.62	6.57	8.46
Of Java	5.6	5.61	4.7	6.71	8.82
Leaf From Sumatra					
Belawan Deli	191,874	644,816	1,532,177	1,541,983
Padang	2,200	29,918	39,280
Total	197,074	674,734	1,571,457	1,541,983
Percentage:					
Of whole	0.62	1.41	3.33	4.05
Of leaf	0.66	1.48	3.57	4.43
Grand total	26,542,003	31,905,270	47,750,554	47,068,923	38,009,360

being re-established and old markets again opened, with their system of commission houses, brokers, and the multiple charges for handling, most of which add nothing to the value of the product or facilitate distribution. * * * Russia does not appear at all in the reports for 1919, but it is said that a large part of the shipments for China went to Hankow for blending with China teas for the Russian market.

AMERICA AS A FUTURE TEA MARKET

Growers are looking forward to the opening of old demands from Russia and from Central Europe, but some believe their best market will be in America, and one of the largest plantation companies in Sumatra has received orders from its home office to use every effort to increase the acreage in tea in anticipation of an increased demand from America, due to the prohibition of the use of intoxicants there. There has been some talk of advertising Java teas in the United States, and an effort has been made on the part of the tea trade in the United States to get the Dutch East Indian planters to participate in a tea-promotion campaign which it is planned to start shortly.

The 1918 tea crop, which was estimated at about 40,000,000 kilos, has all been either sold or consigned to the Netherlands and is out of the way. The receipts of the 1919 crop up to the end of June have also been placed, there remaining approximately but 1,500,000 kilos to be shipped. It is estimated that there will be about 20,000,000 kilos more, which will come in before the end of the year, most of which is either already sold or is to be shipped to agents in Europe for sale there. Much of the larger part of this tea will go to Europe and Australia; the United States and Canada are buying very little. Such consignments as are being made are to former business connections in Europe.

PRODUCTION OF JAVA TEA BY DISTRICTS

Table No. 2, made up from the annual customs returns, shows the districts producing "Java" tea, and their percentages of production for the years 1913 to 1917, inclusive.

While Java teas of the lower grades brought low prices in the American market, and the better grades did not bring as much as some growers thought they should have brought, there is a general feeling of satisfaction that no heavy losses were sustained. In a recent review of the marketing of the 1918 tea crop, H. J. Edwards, of the Tea Expert Bureau, in summing up the American and Canadian trade for the growers, said:

"These have, for some time being, become our

most important markets, shipments by buyers, and consignments by estates having totaled 40,896,000 half kilos, or 74.03 per cent of our exports. It is difficult to ascertain the proportion of each class of business, but there is no doubt that consignments have greatly predominated. As a whole the estates can not complain of the results of their consigning. It is true that prices obtained have generally been low and freights high, while there has been an adverse exchange rate to contend with, but considering the quantity of tea disposed of—and a large amount of it was of an undesirable character for those places—it is gratifying that returns for the most part have shown a profit, if at times only a small one, on the cost of production."

COFFEE PRICES TO STAY HIGH?

Brazil Production Will Not Return to Former High Levels, and World Demand Will Keep Prices Up, Says Trade Investigator

"IT is now the expectation of men in the position to judge that Brazil will never again produce (coffee) in the quantities of before the great freeze," states Frederick Todd in the November issue of "The Americas," published by the National City Bank of New York. "The world's demands will keep coffee so high in price as to more than make up the part of Brazil's buying power that was contributed by coffee."

"The movement in Sao Paulo to produce cotton and other products, and the great cattle boom, will add mightily to the accretion of capital and the power to purchase or develop. There are plans for irrigation on a large scale. Brazil's lumber industry is growing. The vast resources of the great and friendly republic just across the equator seem on the eve of being put to use in ways organized on a large scale."

Mr. Todd stated that the "great frost" of 1918 played havoc with the coffee plantations: "It will take the great coffee area of Sao Paulo State fully five years to get coffee-bearing back to what it was. Some great *fazendas* are not sending a pound of coffee to market this year (1919). The crop is variously estimated at from 20 to 30 per cent of normal. The frost-bitten coffee trees were pruned back sharply, and are growing up again but there are coffee men who say that the frozen plants must be entirely uprooted and the fields planted anew. Nevertheless, since coffee has gone up to over four times its former value, Brazil is really getting the full amount she formerly received for coffee, and more."

COFFEE PRICES IN CHICAGO

A Newspaper Investigation Shows That High Prices Have Cut Deeply Into Retail Grocers' Profits

IN conducting a general investigation into the increased prices of the necessities of life in Chicago since the pre-war period, the editor of the Chicago "Herald and Examiner" found that the grocers' margin of profit has dropped more than fifty per cent, while his investment has quadrupled; "that is, in order to make 7.5 per cent profit on sugar, Grocer Jones must invest from three to four times as much in sugar as he had to invest in 1914 to make 18 per cent. What has happened in the case of sugar has happened also in practically every commodity the grocer has for sale."

Discussing profit margins on coffee this editor said:

"Coffee has practically doubled in price since 1914. How this tremendous increase affects the grocers' profit is indicated in the following statements of fact:

"In 1914 Rio coffee sold wholesale for 19½ cents a pound. The average retailer charged 25 cents, retaining a gross profit of 5½ cents, or 28.2 per cent. The same coffee costs the grocer 36 cents to-day and he sells it for 41 cents, a profit of 5 cents, or 13.8 per cent.

"Thus the grocer is forced to make double the investment in Rio coffee to-day to make half the profit he made on his investment five years ago.

"Santos coffee retailed generally in 1914 for 30 cents a pound. The wholesale cost then was 23½ cents, the profit being 6½ cents, or 29 per cent. The same coffee to-day costs the grocer 41 cents and he sells it for 47. His profit now is 6 cents, or 17 per cent.

"Chicago grocers who made 6 cents when they sold Mocha coffee at 40 cents in 1914 now make 8 cents when they sell the same coffee at 55 cents. Despite a much larger investment, they make only 14 cents profit to-day against a profit of 16.7 per cent in 1914."

SAVANNAH AS A COFFEE PORT

The first importation of coffee to arrive in Savannah, Ga., in several years was recently arranged for by the De Soto Coffee Company, of that city, with a Rio de Janeiro shipper. In regard to Savannah as a coffee port of entry, this company states: "We can see a great future for this city, as the port is one of the best known in the South, and is in the heart of the cotton belt. Freight rates being equalized with New York to the interior, we have visions of selling our coffee to the Middle West, anyway."

TEA SHORTAGE TO BE ACUTE

New York Brokers Give Reasons Why They Anticipate a Scarcity --The Year's Range of Prices

A SHORTAGE in tea in the United States is already being felt, and this condition will become acute before new crop teas can arrive to help the situation, state Macy Bros. & Gillet, New York brokers, in their latest review of the tea market. In support of this prophecy the brokers say:

"The over-supply which had a depressing effect in the early part of the year (1919) has been completely absorbed, and the risk of importation has been so great that supplies will be short.

"Importers had suffered such severe losses on teas brought forward during the season 1918-1919 that they were very cautious in making purchases of teas to be sold here during the season 1919-1920. In addition to this hesitation on the part of buyers, there was another obstacle in the way of usual operations in the tea markets, namely, the abnormal fluctuations in Exchange, which made importing so risky that the total supply which has already arrived and is yet to come forward will fall far below a normal season's importation."

The bulletin also contains graphic charts illustrating the range of prices of several kinds and grades of tea during 1919, by weekly periods. The graphs show that all teas reached their lowest price levels about the first of May. Practically all kinds and grades closed the year at higher levels than the year before.

The best grade of Formosa started at 36 cents, sank to 31 on May 2, reaching 38 cents on December 12; fine Congous started at 29 cents, touched 25½ in May, and rose to 32 cents on December 12; Ceylon, Orange Pekoe: 36 cents on January 1, 32 on May 2, and 45 cents on December 12; India, Broken Orange Pekoe: 31 cents on January 1, 28 on May 2, and 38½ cents on December 12; Java, Orange Pekoe: 28 cents on January 1, 24½ on May 2, and 34 cents on December 12; Japan, Fine pan Fired: 36½ cents on January 1, 32½ on May 16, and 42½ on December 12; Japan, Fine Basket Fired: 36½ cents on January 1, 32½ on May 2, and 41½ cents on December 12; Pingsuey, Shotty Gimpowder: 48½ cents on January 1, 41½ on May 9, and 53½ on December 12; Best Country Gimpowder: 50 cents on January 1, 43½ on May 2, and 56 on December 12; Country Young Hysor, Chun Mee: 50 cents on January 1, 46½ on May 2, and 61½ on December 12.

THE LINCOLN COFFEE POT

While Boarding With the Rutledge Family
During His Early Manhood, the Martyr
President Was Regularly Served
With Coffee From This
Historic Relic

AMONG the many treasured relics of Abraham Lincoln is an old britannia coffee pot from which he was regularly served while a boarder with the Rutledge family at the Rutledge Inn in New Salem (now Menard), Ill. It was a valued utensil in that humble frontier tavern, and Lincoln is said to have been very fond of it.

The pot is the property of the Old Salem Lincoln League, of Petersburg, Ill., and was donated to it, with other relics, by Mrs. Saunders, of Sis-



COFFEE POT OF WHICH ABRAHAM LINCOLN WAS
VERY FOND, AND IS NOW TREASURED
AS AN HISTORIC RELIC

quoc, Cal., the only surviving child of James and Mary Ann Rutledge. In telling how the League came into possession of the relic, Thomas P. Reep, a director and chairman of the committee in charge, writes: *

"Mrs. Rutledge carefully preserved this and other relics of New Salem days, and shortly before her death in 1878 gave them into the keeping of her daughter, Mrs. Saunders, advising her to preserve them until such time as a permanent home for them would be provided by a grateful people back at New Salem, where they were associated with the immortal Lincoln and his tragic romance with her daughter Ann. * * *

"The old town of New Salem had become a cow pasture, and, when taken hold of by the Lincoln League, there was nothing there to show the location of the old buildings other than depressions showing traces of the old cellars."

Mr. Reep explained that the purpose of the League is to restore New Salem as it appeared in 1831 to 1837, the period in which Lincoln resided there, and to erect a fireproof museum for Lincoln relics. The League was organized in 1918 and the museum was expected to be finished no later than January 1, 1920.

HOME COFFEE ROASTING IN LINCOLN'S DAY

A first-hand account of how coffee was roasted in the homes in Lincoln's early days is also supplied by Mr. Reep:

"My mother-in-law, Mrs. Shipp, who is 88 years of age, and was named by Abraham Lincoln after Parthenia Hill, the wife of Samuel Hill, the New Salem merchant, says that the housewife in those days bought the coffee green and parched it, as a rule, in the big heavy kettle ovens used to cook bread and meat and various things. The ovens were round, built of heavy iron, had iron legs three or four inches high, lids and heavy iron bails. Coals of fire were raked out on the hearth in front of the fireplace, and the kettle with the lid off was placed over them. Then the green coffee was poured in and the housewife immediately began stirring it, usually with a long wooden spoon used in those days to stir mush.

"Mrs. Shipp says it required an expert to properly brown coffee in those days, and that not only did the coffee have to be watched closely and stirred faithfully, but the fire had also to be watched and kept just right; that one burned grain of coffee would spoil the whole batch that it happened to be in, and that many a housewife was compelled to throw her coffee out on account of burning it."

AMERICAN TEA IN BRAZIL

A market for American brands of tea exists in the Porto Alegre district of Southern Brazil, according to a recent trade review of that section. The report states that there is a considerable demand for lead-lined package and tanned tea in quarter and half-pound sizes, and that only propaganda is needed to create a demand for the American packed product.

In support of this assertion it is said that during the war, when it was difficult to get supplies from the customary sources, orders were sent to the United States, and some brands met with favorable acceptance, both as to quality and prices. Owners of the present leading brands have advertised extensively and furnished local distributors with painted signs and sample packages of their teas.

A BILL TO TRANSFER TEA LAW

Senate Committee on Agriculture Has Proposal to Place its Administration in Agriculture Department—House Also Considering the Matter

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Jan. 7, 1920.

SENATOR GRONNA, chairman of the Senate Committee on Agriculture and Forestry, has introduced a bill (S. 3,608) transferring the administration of the tea law from the Treasury Department to the Department of Agriculture.

The House Committee on Agriculture is also considering the transfer, and on January 6 heard Supervising Tea Examiner Mitchell explain the purposes and scope of the law. Mr. Mitchell laid stress upon the necessity for the law, and said that it should not be changed in any of its broad aspects, particularly as regards its standards for quality.

It is generally believed that there is no intention of changing the essential features of the law, and that the transfer will have no effect on the tea trade of this country, excepting possibly that, being under the Department of Agriculture, the officials will have more efficient control of the misbranding law as far as regards tea in interstate commerce.

Senator Gronna's bill provides for only a few minor changes in the law's administration, they being: "That the bonds given to the United States as security in pursuance of section 1, as amended, shall be subject to the approval only of the collector of customs at the port of entry; that in place of the Board of United States General Appraisers provided for by section 6 of the act, there shall be designated by the Secretary of Agriculture three employees of the Department of Agriculture to serve as the United States Board of Tea Appeals, with all the powers and duties conferred by the act on the Board of United States General Appraisers." The act also provides for an appropriation of \$45,000 for carrying the provisions of the act into effect until the end of the fiscal year ending June 30, 1921, "including payment of compensation and expenses of the members of the Board * * * and all other necessary officers and employees."—L.A.M.M.

BOARD OF TEA EXPERTS TO MEET

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Jan. 6, 1920.—January 12 is the date set for this year's annual meeting of

the U. S. Board of Tea Experts, at the Appraisers' Stores, New York. It is expected that all members will be reappointed, and that Herbert G. Woodworth will be re-elected chairman and George F. Mitchell secretary. No changes in the tea law will be recommended, it is understood.—L.A.M.M.

TEA IMPORTED DURING NOVEMBER

[SPECIAL CORRESPONDENCE]

WASHINGTON, D. C., Dec. 31, 1919.—Supervising Tea Examiner Mitchell's report of teas examined, rejected and passed during the month of November shows a net importation for all districts in the United States of 9,618,620 pounds, with 49,737 pounds rejected as being below the quality standard. The quantities of each variety passed and rejected were:

Variety	Pounds Passed	Pounds Rejected
Formosa Oolong	2,478,748
Fouchow Oolong	135,217	1,163
Congott	349,661	480
India	2,183,043
Ceylon	105,000
Blended Ceylon and India
Java	28,507
Sumatra	751,293
Ceylon Green	549,859
Jing Sney Green	2,741,105
Country Green	250,070	30,140
Japan
Japan Dust
Capers	1,000
Scented Or. Pekoe	13,925
Scented Canton	17,049	15,394
Canton Oolong	9
Ceremonial	2,500
Blended Formosa and Java

Here are the quantities passed and rejected by each inspection district:

District	Pounds Passed	Pounds Rejected
Boston	970,630
Chicago	854,637
Honolulu	17,611	1,163
Puget Sound	1,248,454	32,700
St. Paul	419,230
San Francisco	3,656,869	15,394
New York	2,415,153	480

DEFINING COMMERCIAL BRIBERY

In a recent letter William B. Colver, a member of the Federal Trade Commission, defines "commercial bribery" as being "the transaction whereby a seller of goods gives something of value to the employee of his customer, or the employees of his prospective customer, or the employee of his competitor's customer or prospective customer, without the knowledge of the employer and for the purpose, or with the effect, or both, of causing the employee to seek to influence the buying judgment of his employer."

Mr. Colver stated that the foregoing does not preclude the use of advertising specialties, "which in their very nature are not secret, but public."

TEA AND COFFEE SIGNS OF THE TIMES

¶How the Renaissance of Tea and Coffee is being brought about, as Illustrated by the Latest Developments in Advertising, Merchandising and the Making and Serving of Our Most Popular Beverages.

BIG DEMAND FOR COFFEE ADS

Roasters Have Ordered 6,000 Sets of Electrotypes for Their Own Advertising and Their Retail Customers—How Dealers Can Use the Reproductions

MORE than 6,000 sets of electrototype reproductions of the coffee campaign advertisements now running in the national magazines have been ordered by roasters and wholesale grocers up to the end of 1919, according to a report issued by the Joint Coffee Trade Publicity Committee. One Chicago firm ordered 1,000 sets for its own use.

The electrototype reproductions cover the entire series of six advertisements constituting what has been described as the second phase of the campaign. They are supplied at cost in different sizes to fit newspaper columns. The Committee is having them made in a fashion that makes it easy for both roasters and retailers to use the electrotypes in connection with advertisements of their own brands. The electrotypes reproduce the illustrations and captions, with space below for the dealer's own publicity matter. An example is shown in an accompanying illustration of the ad. appearing in January magazines.

The Committee has sent out two portfolios illustrating and explaining the use of the electrotypes. One portfolio is designed for the executive sales and advertising departments of roasters and wholesale grocers; the other is for the roaster's salesman to show to his retail customers, and furnishes ammunition for

getting the dealer to use the reproductions in connection with his local advertising. With this second portfolio is also a sheet of these ready-made retailer ads:

COPY HELPS FOR RETAILERS

You should learn the wonderful aroma, the charm and appeal of ———. It has a flavor all its own.

Good coffee means ——— brand of coffee. It is fresh and clean—with a fine full body and a rare, rich fragrance. You'll be much taken with the taste!

——— Brand

Come here for good coffee. Our patrons like it and keep coming for more and more. They don't "shop around" for coffee.

Good coffee is served wherever there are good homes and good housewives. And much of it comes from here. Better try ——— coffee.

——— coffee is the "big thing" at breakfast—and all other meals. It has the real honest coffee taste—the genuine coffee flavor. You just must like it!

We are proud of ——— coffee. We know it is a really good, pure, clean coffee of the finest body and flavor. Our patrons know there is none better!

Who can find words to express the goodness of good coffee—its fragrance and aroma? For that very appetizing flavor—try ——— coffee. You will like it.

We searched the market for good coffee and ——— is our choice. Its fragrance proves it in the cup—its flavor refines the taste. This is the expert's coffee—the choicest of them all!

——— coffee comes direct from the roaster. Chosen with extreme care, the pick of the best crop, with that rare, rich, piquant taste demanded by the best trade.

——— Brand
Here's a brand of coffee that we can rec-

We outgrow our old foolish fears—



Who now is afraid of

COFFEE

We outgrow our old "bugaboos." It is hard to believe now that people were once "afraid" of the steam engine!

Even yet—there are some good people who are "afraid" of coffee. Another popular delusion—even as some think they can't eat meat or drink milk.

Good coffee is good for healthy people. Our soldiers proved it! You can drink our coffee three times a day. It is pure—clean—wholesome.

(Follow with copy relating to your own brand and other goods.)

THE JANUARY NATIONAL COFFEE AD. PREPARED FOR THE DEALER'S PRIVATE USE

TARTAN TEA

Is it any wonder that TARTAN has such an instantaneous hit?

Yes, but you will like this tea.



LORD CALVERT COFFEE

MEET THE MAN who has made this coffee famous. It is the only coffee that LORD CALVERT can't get any more.

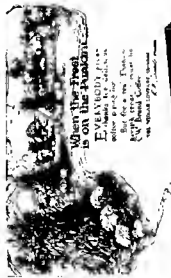
It is a wonderful fragrance, and it is a perfect packing. It is the only coffee that LORD CALVERT can't get any more. It is the only coffee that LORD CALVERT can't get any more.



BIRCH VIEW COFFEE

in Birch View Coffee. Brewed Right Here in Detroit!

AUSTIN & RAUP CO. 1111 LEXINGTON ST. DETROIT, MICH.



La Touraine
The Perfect Coffee



STRIKING EXAMPLES OF RECENT TEA AND COFFEE NEWSPAPER ADVERTISING

commend. You can drink it every meal and never tire of it. Let us fill your next coffee order.

Good coffee is a grand good gift of Nature! There's nothing to rival the goodness of the taste of genuine coffee. And that's the kind you get here.

Brand

— coffee has the rare fragrance and flavor of the pure coffee bean—no bitter taste or husks or husks. A well-bodied, full-flavored coffee.

— coffee is well known as a high grade coffee of the first order. It is our choice of all coffees—of a most delightful "bouquet" and tempting taste.

Roasters and wholesale grocers can buy the electrotypes direct from the Joint Coffee Trade Publicity Committee. Retailers are directed to order them from their wholesalers.

The Committee plans to distribute similar portfolios and electrotypes each month during the second phase of the campaign, and urges all roasters, wholesale grocers and retailers to use the reproductions to tie up their private brands with the national advertising.

TEA AND COFFEE IN THE NEWS

Fact and Fancy, Comment Wise and Frivolous, Gleaned from the Press of the Country

SIGNS of the times indicate an increasing interest in tea and coffee among writers and editors in all parts of the country. Here follows some of the more notable items which appeared recently in the news:

GREEN TEA VISIONS

A correspondent's reference to green tea as a fruitful source of seeing visions reminds one that Sheridan Le Fanu, the author of the well-known study in horrors, "Dr. Silas," wrote three volumes entitled "Green Tea," packed full of thrills and shivers. The victim of green tea drinking was haunted by a monkey, or some beast of the ape tribe, that appeared to him on every possible occasion. Once, when he thought he was quit of it, it materialized, grinning and impish, on the seat of the mail coach. Sixty years ago green tea was frequently recommended to any student who did much night work and wanted to keep awake, with the disastrous result that a sleeplessness was induced which eventually culminated in extreme insomnia in middle life and old age.—"London Morning Post."

IF COFFEE AND TEA WERE PROHIBITED

Wine, tobacco, tea and coffee are all stimulants. If Congress should place a ban on tea and coffee, it would create discontent faster than a Jersey swamp breeds mosquitoes, and the present wave

of unrest would be a summer breeze in comparison to a Kansas cyclone. If you coffee drinker don't believe this, cut out your coffee for a few days and see if your sympathies do not slant a little more to the under dog.—"New York Evening Sun."

IN PRAISE OF COFFEE

"Among the early ceremonials of consecrating coffee to the use of mankind, I love best those Sunday afternoons at Flaubert's. In the early seventies he used to live in the top of a house at the end of the Faubourg Saint-Honore. And every Sunday afternoon his little bare salon held a company whose names still shine in literary history. Turgenieff, who had learned to drink coffee at Baden-Baden, was there. Some, even then, thought that his conversation, which was 'easy, natural and abundant,' was not only touched with 'the exquisite quality of his imagination,' but adorned by the coffee."

Henry James, the American, whose words are quoted above, was present; also Daudet, Zola and Maxime Du Camp. And they sat there, in genial conversation, smoking, drinking coffee and considering questions of taste, art and form. But that was not their chief reason for being there: their motive was pure sociability. This same circle used to like to meet at the Parisian *dejeuner* and have more conversation and coffee.

Balzac, before these literary sons of his, had spoken in praise of coffee. It was his favorite beverage, the one upon which he worked. He had a silver coffee pot, and used to make the mixture of Moka, Bourhon and roasted Martinique for his friends. He was willing to spend half a day assembling the different coffees, which he had to go afar to get. He described the effect of such coffee in his "Treatise of Modern Stimulants":

"This coffee falls into your stomach, and straightway there is a general commotion. Ideas begin to move like the battalions of the Grand Army on the battlefield, and the battle takes place. * * * Similes arise; the paper is covered with ink."

High praise for coffee is given by Dana in his great account of serving before the mast. He says that as they were in the roughest sea, going around the Horn, in sleet, snow, oceans on deck, he had an ulcerated tooth. After the men came down to their wet bunks, after hours in such a storm, they were given brandy. He says every man among them a thousand times preferred coffee.

And one night, Boswell says, he was supping at the Crown and Anchor Tavern with Johnson, Sir Joshua Reynolds, Langton, and Sir William Forbes. They were talking about drinking, and whether it improved conversation and benevolence. And Sir Joshua said it did.

"Sir," Johnson said, "the man is not improved by drinking; he is only not sensible to his defects."

However, all literary effort in history has not been inspired by coffee. When Sam Weller was in the pain of composing his immortal valentine in the Blue Boar tavern, he orders of the barmaid

"nine penn'orth o' brandy and water like and the mistand."

One of as fine a picture as Rossetti ever painted was Boswell and Johnson at the Mitre tavern. They appear to be drinking coffee.

But the Mitre wasn't always dispensing such quieting beverages. Lucas recounts the travels of a German at that famous tavern toward the last of the eighteenth century. The company was of German clergymen. One of them demanded a Bible, which was placed among the beer mugs, and he read from the "Book of Judges," chapter 13: "Should I leave my wine which cheereth God and Man?"

In the row that followed, they decided it was an allegorical expression, and meant something entirely different.

Barrie thinks that "Hamlet" first took shape in Shakespeare's mind as he sat there alone at the table, after the supper in honor of the Jew of Malta, and asserts that the inspiration was tobacco. But as Marlowe, Nash and Cowley had gone (Nash having forgotten where he lived), can't you picture Willie Shakespeare telling the waiter he may bring the coffee, and proceeding as Balzac says an author will under that inspiration? —*Lee Meldin* in the New York "Morning Telegraph."

WORLD'S OLDEST MAN DRINKS MUCH COFFEE

The distinction claimed by John Shell, of Tennessee, who is said to be 131, that he is the world's oldest man, is disputed by Major Road, R. N., late deputy naval store officer at Constantinople, who puts forward the claim of Zorro, a Turkish laborer, employed by him in the Constantinople depot. The Major said:

"This man claims to be 144, and although I have not seen the records supporting his claim, it is reported that they exist in the Turkish Military Arsenal, Tophane Quay, Constantinople.

"Zorro is a life-long teetotaler and non-smoker, but admits excessive coffee drinking, which he is afraid will bring him to an early grave.

"He is the tallest and most finely built of a party of 140 men, and, although he is as clever in lodging work as a man of his long experience can be, he is able to do as much as the average man in his gang." —"New York Journal."

FROM JULEP TO TEA

Frank Dean has found a use for the mint beds in the hotel yard. He puts a sprig in the iced tea when served to the hotel guests, and it makes a fine flavor to the tea.—*Hoxie Correspondent* "Walnut Ridge (Ark.) Blade."

SWEET POTATO "COFFEE"

People old enough to remember the Civil War are able to recall that after the close of that conflict it was difficult and often impossible to obtain coffee.

Various substitutes were used, such as parched rye, but one that was commonly utilized in Washington and many other cities was sweet potatoes. The latter were first roasted and allowed to burn somewhat on the outside. Then they were mashed

in water and boiled. The water was thus transformed into coffee, by no means as unpalatable as might be imagined.

Sugar in those days cost twenty-five cents a pound. But the sweet potato coffee required no sugar, and so was an economical drink.—Philadelphia "Public Ledger."

A CANADIAN TEA ROOM BUILDING

Edwin M. Butler, of Bingham's, Limited, Toronto: "We operate a tea room on a unique plan and have been quite successful. Our building is three stories and basement. The main floor is devoted principally to soda fountain service, candy store, and light refreshment. The second floor is a tea room with 148 seats, and the top floor is a tea room with 88 seats. The kitchen is located on the top floor. The basement is devoted to working space. We serve dainty foods of the wholesome order, and the menu permits the ordering of a substantial meal at moderate cost.—"The Hotel Monthly."

QUEEN WILHELMINA AND HIGH COFFEE PRICES

Queen Wilhelmina's plan to visit Java is understandable. Coffee may have gone so high that she can't afford it, and she wants, in that case, to know the reason why. Information, like income taxes, is easiest collected from the source.—"Brooklyn Eagle."



"Five o'clock tea; what a delightful custom, dear doctor; it serves as breakfast for lazy folks like me who sleep late!"
—and it serves as dinner for hygienists like myself who go to bed early."
—*La Baionnette*.

THE TRADE ORACLE

Sundry Observations and Moral Musings on Men and Matters of Current Trade Interest

*"I am Sir Oracle,
And when I open my lips let no dog bark!"*

I AM glad to learn that President Brand is favorable to the exhibit idea at National Coffee Roasters Association conventions, even if he was unable to put it over at Atlantic City. When the wagon route men attend conventions, the exhibit hall is their market place. Many members of the National Coffee Roasters Association favor exhibits of machinery and supplies, although I know that a few consider them undignified.

GERMAN OWNED COFFEE ESTATES

Of course the war is over and all Germans are good Germans once again (or else they're not), yet the ghost of the late Hermann Sielcken still intrudes itself into coffee's banquet table, or else somebody disturbs the serenity of things by demanding why Americans submit to being robbed by the German owners of Brazil coffee estates.

First comes a daily newspaper editor with a good memory. He proceeds to tell his flock that we are still paying the price of our past folly when we permitted Hermann Sielcken to work out, at our expense, that gigantic valorization steal in partnership with the coffee growers and the Brazil Government—that magnificent Teutonic system of underwriting and allotment which netted something over \$750,000,000 for a little group of manipulators, headed by the thrifty Hermann, in less than ten years.

Then, way out in Portland, Ore., Alfred A. Closset proceeds to stir up the animals by alleging that most of the Brazil coffee estates are "practically owned and controlled by Herr Hohenzollern and German money." "This statement," says Theodore Langgaard de Menezes, who is always on the job in matters reflecting on Brazil, "is absolutely false." "There were only German coffee export concerns in Brazil," adds Mr. de Menezes, and "they are no longer a factor in the trade."

Mr. de Menezes says further that "the only important coffee planter in Brazil of German birth is Francisco Schmidt," and that he is "a patriotic Brazilian." How about Arthur Diederichsen? But maybe his little 3,500,000 trees don't count.

However, I am credibly informed that the proportion of Brazilian coffee estates owned or con-

trolled by Germans will not exceed 2½ or 3 per cent, so perhaps Mr. Closset owes Brazil some kind of an apology, after all.

AGAIN DWINELL-WRIGHT LEADS

Once more the Dwinell-Wright Company shows the way. "Effective Monday," reads one of the company's trade announcements, "because of lower quotations on coffee from countries of production we reduce prices on all Rio and broken coffee three cents per pound—all other coffees two cents per pound. It is important that all dealers handling our goods immediately reduce their selling prices to correspond. All unshipped orders on our books will take the new prices. We ask your co-operation in helping to reduce the High Cost of Living."

That's the real American spirit. Bravo, Dwinell-Wright! If other coffee roasters are following the trend of the coffee market thus closely and are giving their trade the benefit of price declines as well as asking them to shoulder some of the burdens of increased costs, won't they kindly put this paper on their mailing list so that I may give them proper credit for what they are doing to help save the coffee trade some of the odium to which it recently has been subjected?

ADVERTISING BRAZIL COFFEE BY NAME

Many Brazilians think they have just cause for complaint against American coffee roasters because Brazil coffee is not appreciated at its true worth in this country and its identity purposely destroyed in blends and concealed under brand names. H. C. de Martins Pinheiro, former Brazil consul at New York, is quoted in a Brazil paper as charging that clever and powerful American interests have for a long time been engaged in a campaign to depreciate the fame of Brazil coffees so that they (the interests) may buy them more cheaply; also that roasters use these same discredited coffees to make up fancy blends sold at fancy prices to the American consumer.

It was of course to be expected that not all the Brazilians would approve the plan to spend the planters' million dollar fund just to advertise coffee while not mentioning the Brazil product. I am informed that since the campaign has started this feeling has grown, and the disgruntled ones are hopeful that some way may be found to correct "the disvalorization of Brazil's coffee while coffees of rival countries are being valorized," as one of our Brazilian correspondents put it.

It seems to me, however, that the coffee plants

members of the "Society for the Defense of Coffee" are entitled to make propaganda for their coffee in any way they please, always providing, of course, that they tell the truth about it. If they are content to advertise only coffee in general and not Brazil's, that, surely, is their privilege, as it's their own money they're spending, not the Government's. As for the suggestion that Brazil's coffees are really of finer quality, are worth more than they bring on the market, and that there is an organized propaganda to discredit them; well, if you believe that give me a dollar.

But there is no reason why Brazil coffee shouldn't be advertised and sold in America under its own name. The argument is the same as in the case of Java tea. Why don't some of the discredited ones come up here and give the proposition a try out? SIR ORACLE.

WHO'S WHO IN THE TRADE

Appreciation of Louis Allston Gillet,
Treasurer of Macy Bros. & Gillet, Inc.,
New York

LOUIS ALLSTON GILLET, treasurer of Macy Bros. & Gillet, Inc., tea brokers, New York City, is a direct descendant of a long line of tea merchants active not only in this country but in the Far East. Though he followed the engineering profession for some years, he eventually entered the tea business over ten years ago. About the year 1845 Mr. Gillet's grandfather, Jos Warrington Gillet, started the first firm in New York devoted strictly to the handling of tea, under the name of Gill, Gillet & Noyes, and the succeeding generation of Gillets have continued to follow the tea business. In the late 60's Louis Allston Gillet and Sully Gillet, sons of Lewis Warrington Gillet, started one of the oldest tea brokerage warehouses in the country, i. e., Jos. Allston Gillet & Bros., and it was in this firm that Louis Gillet received his training in tea brokerage. After the death of Sully Gillet in 1912, Mr. Gillet, the subject of this sketch, succeeded to the business and carried it on until January 1, 1919, when he associated himself with Oliver Carter Macy and T. Ridgway Macy in forming the firm of Macy Bros. & Gillet, Inc. Mr. Gillet was born in New York City in 1879, and in 1899 was graduated from the Sheffield Scientific School of Yale University. Two years later he received the degree of Mechanical Engineer from the School of Mines of Columbia

University. He was engaged in manufacturing and commercial engineering for some years, and for two years served as assistant secretary of the American Society of Mechanical Engineers, where he received an excellent insight into all matters pertaining to business organization and office management and system.

Mr. Gillet is a member of the University Club, The Down Town Association, the Sleepy Hollow Country Club and the Chi Phi Fraternity.

TO THE COFFEE HOUSE!

Why Coffee Houses Are Always Crowded, as Told in a Monologue by Peter Altenberg, a Vienna Poet

WHEN you are worried, have trouble of one sort or another—to the coffee house!

When she did not keep her appointment, for one reason or other—to the coffee house!

When your shoes are torn and dilapidated—coffee house!

When your income is 400 crowns and you spend 500—coffee house!

You are a chair warmer in some office, while your ambition led you to seek professional honors—coffee house!

You could not find a mate to suit you—coffee house!

You feel like committing suicide—coffee house!

You hate and despise human beings, and at the same time you cannot be happy without them—coffee house!

You compose a poem which you cannot inflict upon friends you meet in the street—coffee house!

When your coal scuttle is empty and your gas ration exhausted—coffee house!

When you need money for cigarettes, you touch the head waiter in the—coffee house!

When you are locked out and haven't the money to pay for unlocking the house door—coffee house!

When you acquire a new flame and intend provoking the old one, you take the new one to the old one's—coffee house!

When you feel like hiding you dive into a—coffee house!

When you want to be seen in a new suit—coffee house!

When you cannot get anything on trust anywhere else—coffee house!

SPICES AND EXTRACTS

¶ News items of interest to spice importers, grinders and dealers, and to manufacturers of flavoring extracts, perfumes and toilet preparations.

THE YEAR IN THE SPICE TRADE

While Prices Fluctuated Erratically, Consumption Was the Largest Ever Known—
Higher Prices Expected in 1920

AFTER a year of much uncertainty, in which industrial unrest and the chaotic condition of foreign exchange rates were big factors, the spice trade entered the year 1920 with optimistic opinion regarding prices and stocks.

In a review of conditions in 1919, John Clarke, vice-president of the American Spice Trade Association and president of John Clarke & Co., New York, states that the period started with the hope of an early approach to normality in the world markets, but as the year progressed these hopes slowly faded, and prices became unsettled and feverish. "The general trend was downward until the last week in 1919," he declares. The market then assumed a tone more cheerful to the importers and their allies. "This is likely to persist," prophesies Mr. Clarke.

"The American consumption of spices, seeds and herbs was beyond question the largest ever known. High wages and full employment were the partial causes, of course; these factors are likely to remain powerful and influential during 1920. The exports from America in 1919 were also a record in volume unapproached in the trade's history."

Mr. Clarke claims that there is a general underproduction of spices, and a lessened competition in France, Belgium, Germany and South and Central Europe. When the finances of Europe are on a better footing these countries are expected to re-enter the market and become keen consuming competitors with America in primary markets.

DISCOUNTS IN THE SPICE TRADE

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Dec. 30, 1919.—In a recently issued statement on terms of sale in the spice trade, the Federal Reserve Board states:

Terms on sales of whole spices by importers, who are practically all also jobbers, have been for

many years $\frac{1}{2}$ per cent 7 days, net 30 days. It is stated that sales are customarily discounted to purchasers, consisting largely of grinders, who put up the product into small packages, and canning factories. Grinders, however, sell gross spices in large part on terms of 1 per cent 10 days, net 30 days, although in some cases a discount of 2 per cent is given. The bulk of sales by grinders are to wholesale grocers, although sales may be made direct to the larger retailers. The latter type of sale bears terms in certain cases of 2 per cent 10 days, net 60 days, although the net period in at least one case has been changed during the present year to 30 days, and in another case terms of 2 per cent 15 days, net 30 days are noted. Whole spice in sales to the retail trade large carry terms of 1 per cent 10 days, net 30 days.

A GLYCERINE-EXTRACT RESEARCH

A prominent manufacturer has recently established a fellowship at the Mellon Institute of Industrial Research, Pittsburgh, Pa., for the purpose of extending the industrial uses of glycerine. It is expected that this investigation will be centered primarily on the use of glycerine to replace alcohol in the flavoring extract and allied industries. It is hoped that the results of this glycerine fellowship may be brought to the attention of industrialists by the co-operation with various associations.

PURE FOOD VIOLATIONS INCREASE

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Dec. 12, 1919.—The number of prosecutions and seizures made under the Federal Food and Drug Act increased during the last fiscal year, according to the annual report of the Bureau of Chemistry, by Dr. Carl L. Alsberg, chief. Of 1,019 cases terminated in the court during the year only three were decided unfavorably to the Government. Important food-inspection decisions included definitions and standards for soda water flavors, and rulings regarding colors in food and marking the quantity of food in package form.

Slack-filled cans, glue sold as edible gelatin, olive oil adulterated with cheaper oils, and cocoa adulterated with cocoa shells were among the violations of the Act on which 1,052 seizures and 843 criminal prosecutions were based. Other products involved in the regulatory activities because of the adulteration or misbranding, or both, were beverages, extracts, flavors, coffee, tea, food colors, jams, jellies, syrups and spices.

OUR CONVENTION NUMBER PLEASES

Thomas P. Monahan, of the Monahan Brokerage Company, St. Louis, writes: "We are to-day in receipt of the December issue of THE TEA AND COFFEE TRADE JOURNAL and surely congratulate you upon your success in turning out such a splendid volume, both as to beauty of volume of advertising therein; also the complete manner in which the story of the convention is told."

GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

NO MORE PACKER COMPETITION

The Wholesale Grocery, Tea and Coffee Trades Are Much Gratified Over the Victory in the "Big Five" Case

THE wholesale grocery, tea and coffee trades throughout the country are much gratified over the Government's victory in the case against the "Big Five" meat packers. The fifth clause of the injunction decree prepared by Attorney General Palmer's office and agreed to by the packers of particular interest to packers of teas, coffees and grocery specialties, for it says the packers

shall forever disassociate themselves with all "unrelated lines," including wholesale groceries, fish, canned, dried or salt fish, fresh, dried or canned vegetables, fresh, crushed, dried, evaporated or canned fruits, confectioneries, syrups, soda water fountain supplies, etc., molasses, honey, jams, jellies and preserves, spices, sauces, pickles, etc., coffee, tea, chocolate, cocoa, nuts, sugar, rice and cereals, bread, wafers, crackers, biscuit, spaghetti, vermicelli, macaroni, china, furniture, etc.

While the defendants in the case, the Armour, Swift, Morris, Wilson and Cudahy companies and their subsidiaries, have two years in which to carry out the dissolution, wholesale grocers, coffee roasters and tea packers are already beginning to move into the situation to discover what effect the injunction will have on their businesses.

It is agreed that a large amount of tea and coffee business will have to be re-distributed, one estimate placing the value of the business at about \$500,000. Whether or not the tea and coffee interests, and also the specialty firms, will take advantage of their opportunity is a moot question.

A writer in "Printers' Ink" quotes a trade journal publisher as believing that: "As far as we can see, about the only effect of this agreement will be that the wholesale grocers will be able to lumber on a little more peacefully than heretofore. In other words, the Government has muffled the annoying alarm clock, and now the grocers can turn over for another snooze."

Further on in the same article it is said:

It is easy to see that the wholesale grocer has

the opportunity of his lifetime to jump right in now and do some constructive work for the retailer. If he sleeps, as our friend the trade journal publisher says he will, he will wake up some bright morning to see retailers' buying exchanges permanently on the job and a good part of his usefulness done away with.

Immediate advertising developments as a result of the packers' dissolution are not expected. For the present the packers will keep right on advertising their various food products. * * * It probably will be several months before the packers' consumer advertising will show the effects of the dissolution agreement.

By that time the manufacturers of the unrelated products which the packers must relinquish may be expected to see the benefit of an extension of advertising. Tentative plans are under way, the consummation of which will depend largely upon conditions.

After referring to the advertising campaign of the National Canners Association, the article continues:

The canners are by no means slow when it comes to advertising. They did it before the packers' dissolution, and will continue. The wholesale grocer is about the only one who has a long way to go in the matter of advertising. He has shown himself to be a pretty good fighter. Now will he step in and reap some of the probable benefits of his fighting? Perhaps. Stranger things have happened.

WHOLESALE ASSOCIATION CONTINUES FIGHT

Declaring that Attorney General Palmer's injunction decree does not settle the complaints it brought against certain railroads, alleging discrimination in favor of the packers in transporting foodstuffs, the National Wholesale Grocers Association recently announced that it intended to carry on its suit before the Interstate Commerce Commission.

GROCERY NEWS BRIEFLY TOLD

TO INVESTIGATE GUARANTEED PRICES

Prices guaranteed against decline have been the subject of so many complaints to the Federal Trade Commission, and opinion seems to be so diverse, that the Commission has determined to investigate the matter thoroughly. Producers, manufacturers, wholesale and retail merchants and consumers are invited by the Commission to declare their interests in the matter by letter, after which a public meeting will be held in Washington and parties having interest in the case will be invited to attend. The meeting will probably be held about the middle of March.

AUSTIN, NICHOLS BUYS AGAIN

Austin, Nichols & Co., New York, recently acquired the wholesale grocery business of the Wil-

Dean M. Hoyt Co., Chicago, and also the Wilson Jam & Jelly Preserving Co., a former subsidiary of Wilson & Co., the meat packers. It will be recalled that Austin, Nichols & Co. recently took over the grocery business of Wilson & Co., and, with its other recent acquisitions, they now are the largest wholesale grocery house in the country.

UNFAIR COMPETITION CHARGED

The Wholesale Grocery Association of El Paso, Tex., and its sixteen member firms, have been cited in a formal complaint by the Federal Trade Commission, charging unfair methods of competition.

The Joseph Campbell Company, of canned soup fame, is also complained against by the Commission, which charges that the company has been relating to compensate customers for declines in market prices.

UNIVERSITY COURSE FOR GROCERS

The Kansas University at Topeka is preparing a short course for retail merchants to be held February 2 to 6. Daily classes in salesmanship, advertising, accounting, store management, card writing and window trimming will be handled by authorities, and competent speakers are being secured. The State Legislature provides for the course.

RETAILERS AND WHOLESALERS TO CONFER

The National Association of Retail Grocers is to be represented by its executive board at a conference with a committee of the National Wholesale Grocers Association about preferred treatment of mail order houses, chain stores, etc., and other trade policies that are held to be detrimental to the so-called independent retail grocers. The meeting is to be held in Chicago, January 12, 1920.

WHOLESALERS' CONVENTION PLANS

The fourteenth annual meeting of the National Wholesale Grocers' Association of the United States will convene in Colorado Springs, Col., beginning the week of June 7, 1920. The headquarters of the convention will be the Broadmoor Hotel. The executive committee will meet on June 7, the directors on June 8, and the convention proper will begin its session of three days on June 9.

A NEW GROCERS' CO-OPERATIVE SOCIETY

The Co-operative Grocers, an organization fostered by the St. Louis Retail Grocers' Association, was formed recently, its purpose being to

buy groceries in large bulk, later to be resold to individual merchants, in order that the average grocer will be in a position to compete with the chain stores. The association has no desire to take the place of the wholesalers, but intends to buy from them, taking advantage of the discounts offered for cash. Merchandise then will be passed on to the individual merchant at cost plus overhead, which it is expected will be quite small.

RYZON'S NEW CASH-AND-CARRY PLAN

The General Chemical Company has evolved and put into force a merchandising plan that reconciles the generally lower prices of cash-and-carry service with a maintained price policy. In its new list the company makes these differentials:

1. On a semi-service basis of cash sales with delivery, or credit without delivery, an allowance to the consumer for this lack of service does not exceed 1 cent per package on the one-quarter, on half and one-pound sizes, and 5 cents per package on the five-pound size.
2. On a non-service or cash-and-carry basis exclusively, an allowance may be made to the consumer for this lack of service, not to exceed 1 cent per package on the one-quarter, one-half and one-pound sizes, and 10 cents per package on the five-pound size.

PIGGLY WIGGLY STORES TO COMBINE

Early in December Milwaukee announced that all the Piggly Wiggly grocery stores in the country were to be merged in a \$7,000,000 corporation bearing the name, "Piggly Wiggly Stores, Inc." An organization meeting was scheduled to be held in Washington to work out the financial problem involved.

COFFEE BOYCOTT IN ILLINOIS

Fresh eggs dropped from 77 to 65 cents a dozen wholesale to-day (Dec. 22), as a result of the boycott of more than 70,000 Illinois women.

"This is all unfair," wailed a half dozen dealers over the telephone to members of the Illinois Fair Price Commission. "People won't buy our strictly fresh eggs. They are liable to ruin. The demand has dropped like a shot."

"Just so," responded Major A. A. Sprague, chairman of the commission. "Chicago and Illinois women in their week of organization have accomplished something that President Wilson, Attorney General Palmer, or the American Army could never have done. No one will eat fresh eggs now. No housewife will buy a fresh egg all the week. Watch them tumble some more, and but potatoes, high-priced coffee, and other high things with them."—New York "Times."

PATENTS AND TRADE MARKS

¶ Subscribers and advertisers may consult this bureau without charge except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL.

PATENT OFFICE RECORD

ents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

[STAFF CORRESPONDENCE]

WASHINGTON, D C., Dec. 29, 1919.

HERE follows a complete record of the latest activities of the United States Patent Office, insofar as they apply to the tea, coffee, spice and food grocery trades:

PATENTS GRANTED

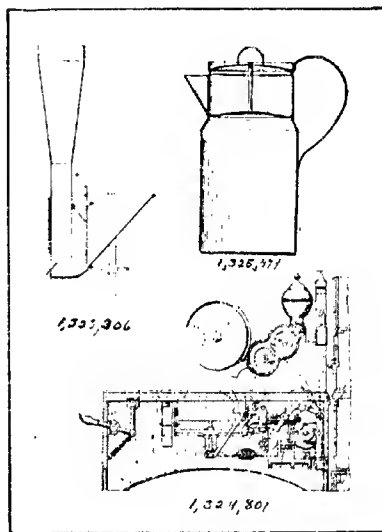
Electrical Tea Heater—Wijttse Beije Smits, men, Kerkrans, Netherlands. (1,310,728.) Improved electrical device for heating liquids comprising the combination with an ordinary incandescent electrical lamp of a resistance arranged around the lamp and connected in series therewith.

Paraffining Machine—E. L. Lake, Monroe, La., assignor to The Weis Fibre Container Co., Monroe, Mich. (1,321,925.) 2. In an apparatus of the described character, a support holding a series of holders, a paraffin bath, means for imparting a step-by-step rotation to the support through such a bath, a series of holders fixed by the support, means—operative between recurrent steps of the support—for successively engaging with the holders containers to be sealed and for simultaneously ejecting from the sealing holders the finished containers, and adjustable devices for directing the containers into engagement with the holders.

Coffee-Stoning Apparatus—Theodore F. Morse, assignor to Huntley Mfg. Co., Silver Creek, N. Y. (1,323,206.) A coffee stoning apparatus, the combination of a separating chamber, a suction communicating with said separating chamber through which a current of air is caused to end, a plate at the bottom of said separating chamber having numerous perforations therein through which the air passes to said suction leg, a hopper having a narrow discharge opening through which the material flows in a shallow pan into the separating chamber over said perforated plate, and means which normally hold the perforated plate in operative position and

permanently move by the weight of the material accumulating thereon to discharge such accumulating material. (Illustrated.)

Preparation of Coffee—William J. Goldsworthy, San Francisco, Cal. (1,324,662.) In a process for preparing coffee for the making of the coffee beverage consisting in grinding the raw dried coffee berries, then packing and securely closing the ground product in hermetic containers constructed from material which is non-combustible and non-soluble to the extent required to keep the containers unimpaired when the coffee therein is roasted or infused, then subjecting the containers to heat until the coffee therein is properly roasted, then cooling the containers and sealing them with



PATENTS GRANTED

gelatine. To brew, container and contents are dropped in a cup of hot water.

Coffee-Pot—Harold S. Krossin, St. Paul, Minn. (1,325,479.) A tea or coffee pot having the upper portion of its body cylindrical and of substantially equal diameter, a cover closing the upper end of said cylindrical portion, a central rod depending from the cover, a solid disk fixed to the lower end of said rod and almost filling the lower end of the cylindrical portion of the body, said disk being convexo-curved with the concave at its under side, and said cover having one or more comparatively small stream outlets, and means for holding the cover in its place on the body. (Illustrated.)

Sanitary Automatic Slicing Machine, Coffee Grinder, and Scale—Matteo De Cesare, Clifton, N. J., assignor of one-fourth to Ernest Rocchino,

Passaic, N. J., and one-half to Hyman Rosensohn and Milton Lowy, Essex County, N. J. (1,324,801.) In a slicing mechanism, a slicing knife, a shaft, means for driving said shaft, operative connections between the knife and said shaft, a scale mechanism including a scale beamt, a trip mechanism, clutch mechanism between the drive shaft and the drive means for the knife, and means operative upon the discharge of a predetermined quantity of material to operate said trip mechanism for throwing the knife out of operation. (Illustrated.)

TRADE MARKS PENDING

The following marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a mark may within thirty days enter opposition to prevent the proposed registration. All inquiries should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York, N. Y.

WEEK ENDING NOVEMBER 25, 1919

Monogram. (99,627.) Wm. T. Mullikin Co.

WEEK ENDING DECEMBER 9, 1919

"Paradise Farm." (103,777.) Gould, Weil & Blackburn Co., Madison, Wis. Tea, vanilla tract, macaroni, spaghetti, noodles, rice, and certain other named products.

Picture of colored servant with coffee on t (114,054.) Duncan Coffee Co., Houston, Coffee.

"It's the Bean." (115,778.) W. S. Quinby Co., Boston. Coffee.

"Simlite Aluminum," with picture of sun (117,923.) Sterling Sales Co., Milwaukee. Coffee percolators, coffee balls, individual coffee pot bases, individual tea pots, percolator coffee pots, tea trays, tea balls, and certain named articles of aluminum.

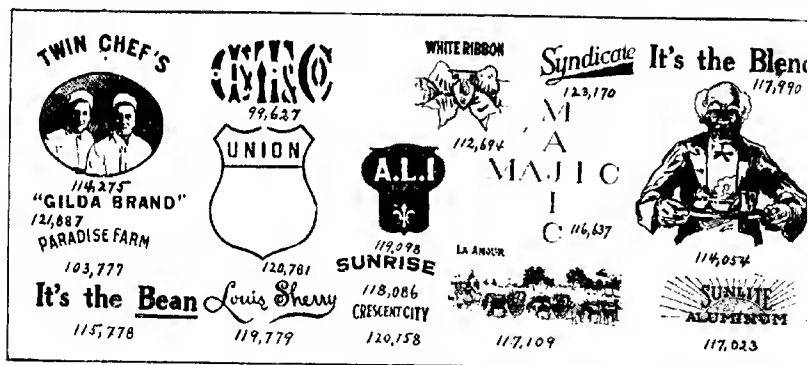
"It's the Blend." (117,950.) W. S. Quinby Co., Boston. Tea and coffee.

"Sunrise." (118,086.) The International Coffee Co., Baltimore. Baking powder.

"Union," on a shield. (120,781.) Union Paper and Paper Corporation, Jersey City. Paper.

"White Ribbon K. S. Co.," on a ribbon. (121,694.) Krenning-Schlapp Grocer Co., St. Louis. Tea, coffee, chocolate and cocoa.

"Syndicate." (123,170.) Retail Grocers Sy-



TRADE MARKS PENDING

Inc., Philadelphia. Peanut-butter and salted peanuts.

"A. L. I." with design. (119,098.) American Laboratories, Inc., Richmond, Va. Food-flavoring extracts.

"Louis Sherry." (119,779.) Louis Sherry, Inc., New York. Tea and coffee.

"Crescent City." (120,158.) Crescent Coffee Mills, Inc., New Orleans. Coffee.

"Gilda Brand." (121,887.) Iwan Burger, New York. Olive-oil and certain other named products.

WEEK ENDING DECEMBER 3, 1919

"Twin Chef's" with picture of. (114,275.) Ruetly Bros., Dover, Ohio. Coffee.

"Majic," in form of a cross. (116,637.) Charles Frank Bubenik, St. Louis. Food-powders in the making of puddings, cakes and instant chocolates.

"La Amour," with a picture of a pastoral scene. (117,109.) Albert Da Costa, Philadelphia. Olive oil.

cate, Inc., Worcester, Mass. Coffee, tea, peanut butter, and certain other named products.

EUROPE'S COFFEE EXCHANGES

During the war most of the coffee exchanges in Havre, Antwerp, Rotterdam, Hamburg, Trieste, Genoa and London were either closed or had their operations severely restricted. One year after cessation of war, according to advices from the secretary of the Coffee Trade Association of London, Alex. J. Parnell, only three exchanges had been opened—London, Havre and Amsterdam and they were not doing nearly the volume of business transacted before the war. Mr. Parnell says, however, that each month witnesses a broadening of operations, and in time trading will be back to normal.

TEA AND COFFEE RESEARCH BUREAU

A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of a physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

GREEN AND BLACK TEA VALUES

People Drink the First Named for Its Stimulating Effect, and the Last for Its Pleasant Taste

By CHARLES JUDGE*
Calcutta

It is a well known fact that a certain proportion of tea drinkers prefer green tea to black. This extraordinary fact is quite inexplicable to English people, tea growers, tea traders and agents of estates, who, in the best English manner, are continually wondering how any people on earth can presume to differ with them in taste and who will cheerfully offer boiled beef to a cow or a bowl of oats to a tiger, "so much better for him, isn't you know?"

But for all phenomena there must be a reason. And when you come to consider that 400,000,000 Chinese, 50,000,000 Japanese and some 60,000,000 people in Northwest India, Afghanistan, Persia, Central Asia and North Africa consume green tea and no other, it would appear as if there were some sort of a reason for it. So far as I can judge, the reason is that green tea drinkers drink green tea for its effect, and black tea drinkers drink black tea as a pleasant tasting drink.

So far as my experience extends, green tea drinkers are in the main total abstainers from alcoholic drinks; and as mankind all the world over seem to find it necessary to consume some kind of stimulating narcotic alkaloid, those who abstain from alcohol desire the most powerful non-alcoholic stimulant that they can find.

GREEN TEA MORE STIMULATING THAN BLACK

For several reasons green tea as a stimulant is more powerful than black tea. In the first place green tea is nothing but the raw leaf dried. The taste and the appearance of the leaf has nothing to do with its quality; the made leaf may be curled like Chinas, or straight like "needle leaf" teas, but if made well the result is the same in

cup. The raw leaf in dry form preserves all the constituents of the leaf in a natural state, that is the whole of the tannin which gives pungency, the whole of the theine (or caffeine) which gives stimulant, and the whole of the essential oil, whose properties are still obscure; also the uncombined sugar of the leaf which appears to render more marked the other properties. Black teas must be rolled and twisted to express the sap and bring it in contact with the oxygen of the air. For home consumption the Chinese never roll green tea.

CHARACTERISTICS OF BLACK TEA

Now the fermenting process which is essential to black tea entirely alters the constituents. A large part of the tannin is transformed into a brown product which gives black tea its characteristic color in the cup. This oxidized or fermented tannin has the property of absorbing a considerable part of the theine and sugar, and in combination with them forms insoluble compounds which are thus lost to the tea drinker, for they will not dissolve in the hot water. Black tea thus loses a large part of the stimulating effects of the tannin and theine found in the raw leaf and preserved intact in green tea.

Further to this, the best green tea is made from inferior leaf which will not give "quality" if made into black tea. The researches of the Java chemists make the reason for this clear. In Java it was found that the estates which realize the best prices for black tea, showed the smallest proportion of theine in their leaf. In India the English chemists likewise found that it was quite a mistake to believe, as was long supposed, that theine (or caffeine) had any relation to the market value of black tea. Its *medical* value was admitted, but its *medical* value has no effect on price.

According to these researches the best black teas contain the least of the stimulating elements, theine. On the other hand, green tea is extremely rich in theine for two reasons:

(1) It is generally made from leaf that is richer in theine; (2) It preserves the whole of the theine instead of losing some of it, as black tea does.

*Editor, "Indian Planter's Gazette," and "Commece,"
Lecturer of electricity Calcutta Technical College.
Fugitive writer in the "Englishman."

Similarly it preserves the whole of the tannin, which black tea does not.

The decomposition of the tannin gives black tea a pleasanter and softer flavor; beyond that, the decomposed tannin has no physiological affect whatever. The deficiency in theine also robs black tea of the effect upon the organism which green tea exerts.

ANALYZING TEA PREFERENCES

In Asia, at least in India, Persia and Central Asia, it will be found that green tea drinkers are generally addicted to other pungent edibles, the most common of which is betel leaf smeared with quicklime. I do not know how it is in America, but judging by analogy I should guess that green tea drinkers will be found to be addicted to some such habits, either tobacco chewing, gum chewing or clove chewing. Black tea does not go well with a mouth rendered pungent by such practices. Green tea, by reason of its pungency, does. So far as the above Asiatic countries are concerned I speak from knowledge—my remarks as to America are a mere guess and must be taken as such.

The tannin in green tea need not be feared, as unlike ordinary tannin it does not precipitate gelatin, though it does precipitate albumen. This is why meat eaters should add milk to neutralize the tannin—vegetarians are immune. A ludicrous mistake made by English doctors is that the dark color of Indian tea in cup is due to tannin. They recommend China as containing less tannin because it has a lighter cup. Tannin is colorless, white when solid crystals but so hygroscopic that it will not keep a minute solid when exposed to the air. It is astringent and pungent, but not bitter.

NEW CAFFEIN EXTRACTION METHOD

An improved method for the quantitative determination of caffein vegetable material is described by F. B. Power and V. K. Chestnut in the "Journal of the American Chemical Society," 41, 1919. Methods heretofore employed have proven objectionable because of incomplete extraction of the caffein, loss or decomposition during the procedure, or undue complication of manipulative details. The new method follows:

Ten grams of the finely ground material, previously moistened with a little alcohol, is extracted with alcohol for eight hours in a Soxhlet extractor. The extract is added to 10 grams of heavy magnesium oxide in 100 cc. of water, in a porcelain dish, and evaporated with frequent stirring on a water-bath to a dry powder. The powder is transferred to a filter with about 250 cc. of hot water. The filtrate in a one liter flask is treated with 10 cc. of 10 per cent sulphuric acid,

boiled actively for one-half hour, cooled and filtered through a double moistened filter paper into a separatory funnel, and washed with successive portions of 0.5 per cent sulphuric acid. The liquid is then shaken 6 times with 25 cc. of chloroform, the chloroform extract washed with 5 cc. of 1 per cent of potassium hydroxide, which in turn upon separation is washed twice with 10 cc. of chloroform. The combined chloroform extracts are allowed to evaporate spontaneously in a tarred beaker, which is dried for half an hour on the water-bath. The results obtained with this method when applied to tea, coffee, coffee leaves, coffee stems, guarana, etc., were very satisfactory. —TRIGG.

AN UNUSUAL SOURCE OF CAFFEIN

In connection with the war activities of the National Research Council it became necessary to increase the production of caffein and to utilize other sources than tea. Investigation, as reported in the "Journal of the American Chemical Society," 41, 1307-12, 1919, of the leaves of the *Ilex vomitoria* (variously known in the Southeastern states as "ynpon," "yopon" and "cassena"), gathered at places in the coastal region from Virginia to Texas, show that they contain from 0.39 to 1.67 per cent caffein. The variations in the caffein content in the leaves of this plant are doubtless attributable to varying conditions of soil and climate. Other North American species of *Ilex* (*cassine*, *glabra*, *laevigata*, *myrtifolia*, *opaca*) were found to contain no caffein, although it is well known that the South American maté (*Ilex paraguayensis*) contains a notable proportion of this alkaloid. —TRIGG.

COFFEE GROUNDS AS STOCK FEED

E. Aruch, writing in "L'Italia Agricola," states that he has successfully fed coffee grounds to dairy cows, beef steers, horses, rabbits, guinea pigs, chickens and ducks, and that the food proved very excellent when fed in dry powdered form. A horse may be fed 0.8 pound a day, a cow 2.2 pounds, and a beef steer 3.3 pounds. The grounds are particularly well suited to cows, as they favor milk production, and to pigs, which best digest the fat.

The composition of coffee grounds, according to the author, compares well with that of maize, coarse bran and oats. Two samples of grounds from the second infusion analyzed by Mr. Aruch gave the following percentage: Water, 9.45; 11.42; fat, 11.46, 12.45; nitrogen, 11.68, 11.5; caffein traces; starch, 17.00, 22.47; sugar trace; ash, 1.71, 2.03; nitrogen-free extract (second sample), 14.81; fiber (second sample), 25.30.

IN THE EDITOR'S MAIL BAG

Here Will Be Found Letters From Readers
Who Say Something Worth While

ONLY letters are published in this column which deal with subjects of general trade interest. Readers should remember whenever they write us they can best serve themselves and us by being brief. We find it impossible to print many letters because of their length.

SOME COMMENTS ON THE COFFEE CAMPAIGN

This writer does not approve of the national coffee advertising campaign, and suggests that the public be taught how to make good coffee by means of booklets distributed through the retailers:

LAFAYETTE, IND., Dec. 22, 1919.
W. H. Ukers, Editor, THE TEA AND COFFEE
TRADE JOURNAL, New York City.

DEAR SIR:

While perusing your valuable journal, I read much about the coffee campaign, which is now and has been going on for some time at no little expense. Personally, I do not see where such a campaign can do much good. The average mortal in looking through magazines scans and skips the advertising pages, and even when they see these advertising pages it does not interest them very much.

In my humble opinion, the best way to convince people that coffee is beneficial, pleasant, cheering, etc., is to teach them how to make good coffee by issuing small booklets, describing the origin of coffee, its early uses, its spread over the entire world, its different ways of preparing, and last, but not least, to tell the American housewife how to make good coffee, by buying it as fresh as possible, preferably in the bean, and after grinding it, pouring the hard boiled water over it, and let it stand a few minutes on a warm place, but to be careful not to let it come to a boil again.

Make this booklet attractive, snappy, interesting, and let the jobbers and roasters distribute them to their retailers. The retailer can give them to all his customers, and we can spread the coffee propaganda so that it will reach the homes in every city or hamlet in the land. This would be direct advertising and would bring the desired results. The other way, I consider indirect advertising.

Personally, I would not be adverse to buying these booklets at a reasonable figure, and would be glad to give them to my customers free.

Yours very truly,
A. S. MILLER.

Suppose the price the Brazilian plantation gets per pound were marked on every pound of coffee. What good would it do? Consumers don't care a rap who does the profiteering. They want it stopped and at once.—Brooklyn, N. Y., "Eagle."

THE UPLIFT CORNER

Helpful Thoughts and Verses that Make
for Self-Reliance and Freedom, in
Blending Sentiment with
Business

HE WHO SERVES

He has not served who gathers gold,
Nor has he served, whose life is told
In selfish battles he has won,
Or deeds of skill that he has done,
But he has served who now and then
Has helped along his fellow men.

The world needs many men to-day;
Red-blooded men along life's way,
With cheerful smiles and helping hands
And with a faith that understands
The beauty of the simple deed
Which serves another's hour of need.

Strong men to stand beside the weak,
Kind men to hear what others speak,
True men to keep our country's laws
And guard its honor and its cause,
Men who will bravely play life's game
Nor ask rewards of gold or fame.

Teach me to do the best I can
To help and cheer our fellow man;
Teach me to lose my selfish need
And glory in the larger deed
Which smoothes the road and lights the day
For all who chance to come my way.

HOW TO LIVE

Worry less and work more.
Ride less and walk more.
Frown less and smile more.
Drink less and breathe more.
Eat less and chew more.
Waste less and save more.
Preach less and do more.

KEEPING EVERLASTINGLY AT IT

One flash doesn't make a successful career in anything, any more than one swallow makes a summer or one victory wins a war. But the trouble with a lot of people is that they think it does. They can't see you've got to fight every darned battle just as hard as the one you happened to win. If you don't they won't build any victory arches for you.—GEORGE M. COHAN.

THE TEA & COFFEE TRADE JOURNAL

WILLIAM H. UKERS
President and Editor



H. DE GRAFF UKERS
Secretary and Treasurer

W. R. BICKFORD
Managing Editor

O. W. SIMMONS
Advertising Manager

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OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

Vol. XXXVIII

January, 1920

No. 1

THE COMBINATION SUGAR-COFFEE SALES ABUSE

It is doubtful commercial ethics, and it may be a dangerous practice, for coffee roasters to dabble in sugar. Many of the trade leaders believe it unfair competition for a coffee merchant to take away another roaster's customers by offering to sell them sugar in return for their coffee business. Without arguing this point, it might be observed that if, in normal times when there is no sugar shortage, a coffee merchant might think twice before going so far afield from his regular business, how much more careful should he be now, when dealing in sugar is such a hazardous undertaking at best? The good old proverb applies, "Shoemaker, stick to your last."—W. G.

PLANT MORE TEA—AND ADVERTISE IT!

As nearly a year has passed since the Tea Association outlined its plan for an American tea propaganda without anything being accomplished, it begins to look as if the logical thing for the live ones among the tea-producing countries to do is to go it alone. Valuable time is being lost through further inaction. Now is the accepted time, this is the day of tea's salvation—as well as coffee's. With an unprecedented world hunger for tea, to say nothing of prohibition in America, what better advertising psychology can tea men ask? If there ever was a flood tide in tea it is now, and wise investors seeking fortunes in this product would do well to turn their attention to the production end of the business. We have it on the authority of a United States trade commissioner that one of the largest tea-planting companies in Sumatra is already increasing its tea acreage to the utmost of its resources, in order to take advantage of the present tea opportunity. The trade's most pressing need to-day, as we see it, is for more ground to be opened up in tea, and for intelligent propaganda in behalf of the beverage in America, here and now.—H.

PAY THE TEA INSPECTORS MORE MONEY

Because of the low wage offered, it is becoming increasingly difficult to get good men to act as tea inspectors. The proper administration of the tea law in the public interest, and to secure uniformity of inspection at the various ports of entry requires that higher salaries must be paid. We hope to see Congress do something soon to

remedy a situation which has already cost the loss of several good men. Salaries have been practically unchanged in the inspection service for twenty years. The present high cost of living makes it imperative that better pay be offered if competent men are to be secured and the incumbents retained in the tea inspection department of the Government. Every man lost might mean a break in the circle of uniformity of tea inspection, and this would make for economic loss in the tea business.—U.

SUPPORT THIS TRADE BETTERMENT PROGRAM

It is an ambitious but highly laudable platform that President Carl Brand and Manager Felix Coste have adopted for the National Coffee Roasters Association in 1920. Every plank in it strikes a service keynote that is sure to win the commendation of all right-thinking coffee men. Moreover, it is a platform on which wholesale coffee roasters of vision can well meet and join hands to promote the welfare of the coffee trade. We like it and heartily commend it to our roaster subscribers.

Among other things, this platform emphasizes the determination to work for improved cost accounting; shorter credit terms and uniform discounts; the doing away with combination sales and the practice of guaranteeing prices against decline and giving notice of market advances. It also declares in favor of expansion of the branch association idea; improved coffee port conditions; securing just and uniform food laws; combating unfair coffee advertising; and the bringing about of a guaranteed cost and freight contract.

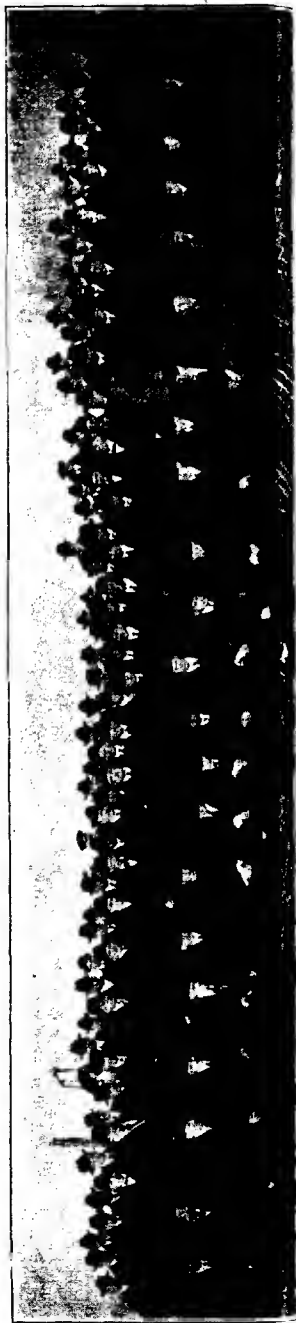
Messrs. Brand and Coste are also to be congratulated upon the wisdom they show in their determination to merchandise the coffee advertising campaign as well as the association. We hope to see them develop this idea along lines which will not only bring more members but which will also make the campaign a real success.—U.

MORE ABOUT SUGAR-LESS COFFEE

The Joint Coffee Trade Publicity Committee certainly started something when it put out that "sugarless coffee" circular. It will take a long time to reach and kill and bury it. Aside from the unfortunate trade and daily newspaper publicity given the mistaken notion that "good coffee properly made needs no sugar to make it palatable," clever restaurant men are seizing upon the idea as a means further to gongle the poor consumer. One of the largest chain restaurants was quick to advertise the committee's advice and urge upon its patrons that coffee is equally palatable without sugar—which, of course, it isn't.

Granted, for sake of argument, that the question of coffee-with-sugar vs. sugarless coffee is an issue, it becomes a moot one, pregnant with possibility. Whenever a sugar shortage occurs, we may always look for some one to come forward with a proposition that the use of sugar in coffee and tea be abolished in order that the shortage menace may be partially overcome. Based upon a yearly consumption of 40 billion cups of coffee in the United States, and with a conservative estimate of one cube of sugar per cup, the utilization of this commodity in this manner alone amounts to 882 million pounds per year, as we have before pointed out here. This fact, coupled with the claim of some connoisseurs that the full value of the flavor of coffee is not obtained when sugar is employed, seems sufficient argument for sanctioning the curtailing of the use of sugar in coffee, and so has the Joint Coffee Trade Publicity Committee interpreted it.

But this is only one side of the question. Cessation of the use of sugar in coffee means the simultaneous elimination of much of the absolute food value of the drink. Also, the argument, that a wider use of coffee without sugar will serve to improve coffee-brewing methods, is fallacious. The cause must be eliminated before the effect; the methods of brewing should first be improved, and then let the public stop the use of sugar if they so desire. Curtailing of the sugar supply will go further toward reducing the consumption of coffee than it will toward improving brewing methods. Should the Government take successful steps toward reducing the supply of sugar in the staple table beverages, a disastrous fall in consumption would result. With the present high coffee prices and the continued "substitute" propaganda, the coffee trade has enough with which to contend without endeavoring to emulate Frankenstein with the conception of another monster.—T.



MISCELLANEOUS TRADE NEWS

IA Department Covering the Activities and Developments of the Manufacturing Tea, Coffee, Spice and Fine Grocery Interests and the Supply Trades

BUCKLE SALESMEN CONVENE

Notable Sales Meetings Were Held in New York, Kansas City and Dallas

FOLLOWING their annual custom, the salesmen of Arbuckle Bros. held four interesting sales conventions during the closing week of November and the first week in January. The First and Second divisions met in New York, December 29-31; the Kansas City branch of the First division in Kansas City on the same days; the Dallas and El Paso branches of the Third division in Dallas, Tex., January 5-7.

The New York meetings had the largest attendance. The First division, meeting at the McAlpin, had about fifty-five men present.

Riebel, division sales manager, delivered the opening address. Other interesting speeches during the convention were: "The House of Riebel," by Hon. A. A. Adams; "Eliminating Work from Your Effort," by G. A. Campbell; "Personal Development," by E. L. Manley; "Necessity for a Systematic Checking and a Working of a Territory," by F. H. Moreau; "Result of a Systematic Checking and a Close Working of a Territory," by J. B. Pinckney; "Care and Attention to Automobile," by I. Pinckney; "Roasted Coffee—General Outlook," by C. Stempel; "Roasted Coffee—Opportunity," by E. C. Mott and A. Schnitzler; an address by M. E. Goetzinger; "The Value of Store, Window and Outdoor Display of Advertising Material," by W. H. Abbott; "Placing Advertising Material and Demonstration," by E. Worme; "Opening New Territory," by T. Wallace; "The New Accounts," by G. Dittman; "Statistical Presentation of Approximate Coffee Consumption by Territories and Your Possibilities," by Riebel; "Co-operation of Office and Salesman," by Mr. Campbell; and a farewell address by Riebel. The three outside speakers at the convention were G. Kinney, vice-president of the Peter Thompson Company, who spoke on "Business"; Colver Gordon, of the Ivan B.

Nordham Company, who spoke on "Effect of the Bill Board on Small Town Population"; and O. W. Simmons, THE TEA AND COFFEE TRADE JOURNAL, who talked on "The Value of a Course in Reading in Connection With Your Business."

During the convention the men were taken through the Brooklyn plant of the company and had dinner in the dining-room there. Monday night an entertainment was given in the Oak Room of the McAlpin Annex, and Tuesday night the party attended the New York Hippodrome.

It had been felt by Division Sales Manager Riebel that there was dissatisfaction among salesmen as to their earnings, and it was one of the aims of the convention to show the men that they must eliminate guesswork, minimize waste motion, and conserve every possible moment of their time if they would increase their capacity, and from that their earning power. Charts were freely employed. One in the form of a six-pointed star was used by Manager Riebel to illustrate the six points of salesmanship. Another showed how one man had wasted 400 miles in travel during the last six months.

The seventh annual sales convention of the Second, or Central, division began on Monday, December 29, with 86 salesmen and twelve territory managers present. The chairman was Thomas McMullen, division sales manager. Among the many addresses were: "A Talk on the Plant, Organization, and Business History of Arbuckle Bros.," by M. E. Goetzinger; "Practical Talk and Demonstrations on Advertising Work," by W. L. Starr, assisted by C. Switalski, C. H. Meyer, R. D. Webb, J. E. Roberts and C. W. Will; "Our Policies," by Judge A. A. Adams; "Ariosa and Ground in New Territory," by C. E. Worman; "The Commissary Buyer," by A. M. Lane; "Co-operative Jobbers," by F. J. Ucraft; "More Co-operation from Jobber's Salesman," by R. G. Johnston; "Green Coffee," by Walter Voelbel; "Bulks," by G. W. Swentzel; "Urban and Breakfast," by G. W. LeSar; "Store Demonstrations," by T. L. Lackey; "Technique of Sales Work," by C. E. Byrum; "City Work: Planning the Route," by J. M. Arelt; "City Work:

Advertising," by C. W. Will; "City Work: The Canvass," by S. E. Cato; "City Work: Proper Jobbing Support," by C. H. Meyer; "City Work: Getting Small Initial Orders Filled," by A. E. Quino; "City Work: Zones," by T. McMullen; "Selling Spices and Coffee," by A. E. Webb; "Selling Extracts and Coffee," by E. E. Kerner; "Selling Tea and Coffee," by J. M. Kelly; "Selling the Full Line of Coffee, Tea, Spices and Extracts to Jobbers," by C. Switalski; and "Plan Your Work," by W. L. Starr. There were three addresses by outside speakers: "Sales Routes and Methods of Working Same," by E. J. Ferris, sales manager for the Addressograph Company; "Character," by O. Atkinson, of R. G. Dnn & Co., and "Know Your Line," by B. F. Simmons, of "Simmons' Spice Mill."

Included in the convention programme was a sight-seeing tour of the city, a trip through the Brooklyn plant with a dinner there, a dinner at Churchill's, a visit to the tower of the Woolworth Building, and a theatre party at the Hippodrome.

ROASTERS' EXECUTIVE COMMITTEE

President Brand, of the National Coffee Roasters' Association, has appointed the following as members of the executive committee to serve during the current administration year: Robert M. Forbes, of the Forbes Tea & Coffee Co., St. Louis; J. A. Folger, of J. A. Folger & Co., San Francisco; Lewis Sherman, of the Jewett & Sherman Co., Milwaukee; C. W. Brand, president, and head of the Widlar Co., Cleveland; F. J. Ach, of The Canby, Ach & Canby Co., Dayton, O.; F. P. Atha, of J. A. Folger & Co., Kansas City; B. C. Casanas, of Merchants Coffee Co., New Orleans; A. J. Dannemiller, of Dannemiller Coffee Co., Brooklyn, N. Y.; Frank O. Field, of Brownell & Field Co., Providence, R. I.; R. W. McCreery, of Western Grocer Mills, Marshalltown, Ia.; Thomas J. Webb, of Puhl-Webb Co., Chicago; C. E. Wyman, of Griggs, Cooper & Co., St. Paul, Minn.

BUFFALO'S NEW BUYING EXCHANGE

A new buyers' service bureau has been opened in the Associated Service building, Buffalo, N. Y., for the purpose of enabling purchasers to examine samples, catalogues and the like of all the products manufactured in the city. Everything from grocery sundries to automobiles are on display and sold, and there are complete facilities for carrying on business transactions as easily as though the purchaser were in his own office.

ROASTER SHARES PROFITS

S. A. Schonbrunn & Co. Distribute Large Bonuses to Employees at Twentieth Anniversary Dinner

ONE of the most interesting and enjoyable social affairs ever held in the New York coffee trade took place at Reisenweber's Café the evening of December 20, when a dinner entertainment was tendered to the employees of S. A. Schonbrunn & Co. by S. A. Schonbrunn in commemoration of the 20th anniversary of establishment of the firm.

There were forty-five present, all of them S. A. Schonbrunn & Co. employees, with the exception of four. The event of the evening was unexpected distribution of remarkably generous bonuses by Mr. Schonbrunn. The amount varied according to length of service, but all participated, from the office boy up, and several of checks represented the equivalent of a year's earnings for an average salesman. It was stated during the dinner that Mr. Schonbrunn had shared half of his profits for the year with his employees. There were individual checks for as high as twenty thousand dollars.

SOLID GOLD LOVING CUP FOR MR. SCHONBRUNN

After the bonus checks had been distributed Samuel Grief presented Mr. Schonbrunn with a solid gold loving cup, the gift of his employees. In his presentation remarks, Mr. Grief said: "Let me express the sentiments of all of us, namely, that we could not have chosen a fairer, more generous and broad-minded man as employer or friend. All we can do to show appreciation is in our service, which we have tried to give unselfishly in the past and can still prove upon with conscientious and hearty operation." The inscription upon the cup read as follows: "Presented to S. Alexander Schonbrunn by his employees on the 20th anniversary of the founding of A. S. Schonbrunn & Co., December 20, 1919."

The cup came as a complete surprise to Schonbrunn, so much so that he was at a loss for adequate words of appreciation.

A GOOD FELLOWSHIP DINNER

Following the presentation of the loving cup William B. Harris, manager of the coffee department, acting as toastmaster, called upon several of those present for brief remarks suitable to the occasion. Every speaker testified to the integrity and character of Mr. Schonbrunn. Not all

FLOYD W. ROBISON COMPANY
DETROIT

December 31st, 1919.

Mr. W. H. Ukers,
Tea & Coffee Trade Journal,
79 Wall Street, New York.

.Dear Mr. Ukers,

Micro-Organisms play a very important part in the nutrition of Man and animals.

Enzymes, superinduced through the life activity of Micro-Organisms or through other regular channels in nature, play a decidedly necessary part in nutrition. That this is necessarily so we may readily understand when we meditate on how impossible it is that Man could be nourished at all were it not for the Enzymes that digest food in the stomach or that function in the intestines of Man.

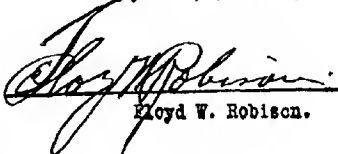
In a similar way, the Enzymes that produce ripeness in fruits and that catalyze the changes which go on in fruits, etc by which an apple, for example, becomes edible and other fruits change from their acid tartness to the mellow agreeable forms, are as indispensable.

Whether we recognize it or not we are constantly acknowledging by our sense of preference the great value of this Micro-Organic Activity in food products.

The job of the Scientist is to capitalize this natural activity of Micro-Organisms and Enzymes by controlling their actions and by providing the conditions that permit them to function in a definite direction and devoid of the obstacles with which in nature they are constantly beset.

I beg to remain

Very truly yours, .


Floyd W. Robison.

Cultured Coffee Bulletin #2

FWR:GO

them could voice their sentiments in flowing language, but they showed a genuine regard for Mr. Schonbrunn as a man and as an employer. An exceptional spirit of comradeship and good feeling characterized the entire evening, and it was easily apparent that Mr. Schonbrunn knows how to secure the loyal support of his working force.

Benjamin Peabody and Herbert Schwartz, of T. Barbour Brown & Company, were the only outside green coffee men present, and Mr. Schonbrunn in his opening remarks stated that the services of these two men had contributed measurably to a successful year.

Among those who spoke during the evening, in addition to Messrs. Schonbrunn and Peabody, were Oliver W. Simmons, of THE TEA AND COFFEE TRADE JOURNAL; H. A. McCarron, of the Spice Mill Publishing Co., and the following employees of S. A. Schonbrunn & Co.: Samuel Grief, Benjamin Levy, Henry Zuckerman, Calcoln Waterman, Albert De Pear, Charles E. Warth, William B. Harris, Jacob Flaschen, Joseph A. Schiffer, Maurice Schoenwald, Jacob Gerhardt.

A jazz band enlivened the dinner, and several lady vocalists and dancers contributed to the enjoyment of the evening.

THOSE PRESENT

The complete list of those present is as follows: S. A. Schonbrunn, Samuel Grief, A. D. Potter, Benjamin Levy, Henry Zuckerman, George Handler, Malcolm Waterman, Renben Goldberg, Benjamin Faibisoff, Albert De Pear, Charles E. Warth, William B. Harris, Emil Schonbrunn, Henry Wylie, Jack Nyland, Jake Friedman, Otto Schleicher, Gus Yatto, Adam Dietrich, Henry Helmer, Emanuel Glazer, William Clobberly, Alexander Baum, Joseph Howe, George Sanders, John Brown, Edward Mohr, Simon Smith, L. Cohen, Jacob Flaschen, L. H. Gullark, Max Gordon, I. Horowitz, I. Lombard, I. Meyer, Joseph A. Schiffer, Louis Tendler, Maurice Schoenwald, E. B. Reimer, H. Nockler, Jacob Gerhardt, Benj. B. Peabody and Herbert Schwartz, of T. Barbour Brown & Co.; Oliver W. Simmons, of THE TEA AND COFFEE TRADE JOURNAL, and H. A. McCarron, of the Spice Mill Publishing Co.

S. A. SCHONBRUNN MADE MODEST START

Mr. Schonbrunn has had an interesting career. He started as a coffee salesman a little over twenty years ago, and it wasn't long before he was in business for himself, operating in a very modest way, making the proceeds of one sale finance the next. He reached this country at the

age of ten years, and since that time his rise has been steady. He is distinctly self-made.

It has been Mr. Schonbrunn's custom for the past two years to share profits with his employees at quarterly intervals, but the bonuses distributed at the anniversary dinner were the largest ever given. December 20 was indeed a red-letter day for the employees of S. A. Schonbrunn & Co.

HOLIDAY TRADE GREETINGS

How Some Enterprising Firms Expressed Their Wishes for a Joyous Christmas and Prosperous New Year

THE wide-spread prosperity enjoyed by the tea, coffee and allied trades in the year 1931 evinced itself by an unusual number of tasteful holiday greetings sent out during Christmas week. The following came to the attention of the Editor.

Carl W. Brand, Jr., baby son of the president of the National Coffee Roasters Association, greeted his father's friends with his photograph and a holiday card signed by the family.

The George F. Wiemann Co., New York, sent an engraved and illustrated card expressing patriotic sentiments.

A. P. Grohens, of the Lambert Machine Co., Marshall, Mich., combined utility and attractiveness in extremely serviceable wallets which he sent his trade friends.

The Maruzen Co., Ltd., of Tokyo, Japan, mailed hand-painted post cards depicting Fujiama in the rays of a golden sun.

R. C. Wilhelm & Co., New York, reminded their friends with a copy of a combined calendar and daily memorandum pad with inspirational quotations, which is a Wilhelm feature of the trade. This makes its ninth annual appearance.

F. B. Price, tea and coffee merchant, Barre, Mont., continued his yearly custom of sending a panel-shaped calendar with an excellent picture of a child upon it.

Gomez & Sloan, Inc., New York, were likewise represented by a calendar on which was reproduced a beautiful painting by Thomas Moran. The text of the calendar was in Spanish.

M. Levy's Sons, New Orleans, wished their friends a Merry Christmas with a neatly engraved letter.

The Monahan Brokerage Co., St. Louis, had an unusually happy choice of sentiment in their Christmas letter.

Chase & Sanborn, Boston, greeted their friends with a card showing the landing of the Pilgrims at Plymouth in 1620. Beneath the picture was

HARD & RAND

Importers and Jobbers of Coffee

Head Office:

107 Wall St., New York City

Branch City Sales Office:

202 Franklin St., New York City

FOREIGN BRANCHES:

Rio de Janeiro, Brazil	Batavia, Java
Santos, Brazil	Cordoba, Mexico
Sao Paulo, Brazil	Guatemala City, Guatemala
Victoria, Brazil	London, England
Venezuela	

DOMESTIC BRANCHES:

Chicago, Illinois	New Orleans, Louisiana
St. Louis, Missouri	San Francisco, Cal.

Correspondents in all other principal markets

patriotic appeal for true Americanism in the coming year.

The Cheek-Neal Coffee Co., Nashville, Tenn., addressed to its friends a large calendar with a picture in colors and beneath it sketches of its branch houses.

C. E. Bickford & Co., San Francisco, sent a double card extending the season's compliments.

The National Urn Bag Co., New York, issued a card with the "Season's Greetings."

J. Aron & Co., Inc., New York, sent a dignified card of greeting.

The Peerless Tube Co., Bloomfield, N. J., expressed the hope, on a neat card, that it would be a joyous Christmas for everybody.

A. C. Ricks, New Orleans, sent the season's greetings.

Thomas M. Royal, of the Thomas M. Royal Co., Bryn Mawr, Pa., sent personal greetings to his trade friends.

W. R. Grace & Co., San Francisco, pictured on their cards a ship of 1851 and one of 1920, with the Grace steamship flag in a wreath between.

B. Fischer & Co., New York, expressed by means of a card their appreciation of past good will and their best wishes for 1920.

J. M. McCracken & Co., Boston, greeted their friends with cards announcing their twentieth anniversary and wishing them continued peace, happiness and prosperity.

Fritzsche Brothers, New York, sent an engraved card with the season's greetings.

The Franklin Sugar Refining Co., Philadelphia, issued a letter with a picture of Benjamin Franklin drinking coffee with a friend. Beneath it is a quotation from Franklin and a facsimile of his signature.

The National Retail Tea and Coffee Merchants' Association sent a card of greeting from the office of President Schorn.

E. B. Harral and A. S. Carpenter, New Orleans, sent joint greetings to their trade friends.

The Pan-American Union, Washington, D. C., expressed the hope in their card that everyone will co-operate in promoting pan-American friendship.

John H. Patterson, of the National Cash Register Co., Dayton, sent a card wishing his friends a Merry Christmas.

Geo. W. Lawrence & Co., New York, greeted their friends with a letter wishing them continued prosperity in the New Year.

The John E. King Coffee Co., Detroit, sent a very attractive card on which was printed Edward A. Guest's famous poem, "It Couldn't Be Done."

ROASTER ASSOCIATION NEWS

N. C. R. A. Discusses Tax Returns, Combination Sales and Guaranteeing Price Against Decline

DURING the month several interesting circulars were issued by the National Coffee Roasters Association from its New York office. Among the matters touched upon were income tax returns, combination sales and guaranteeing prices against decline.

TAX RETURNS

In the matter of tax returns, circular No. 1 quotes the opinion of the N. C. R. A. counsel how to compute sterling indebtedness mature after January 1 for the purpose of figuring come tax returns. In effect this opinion is that there are two methods of procedure: (1) Inasmuch as returns need not be filed until March, the existing rate of exchange can be employed when the indebtedness is paid, but if a return filed before the exact exchange rate is known, an amended return can be filed later when it is ascertained. (2) When books are closed on December 31 and it is desired to use those book figures in the return, then the rate of exchange existing on December 31 should be used. In such cases, of course, any fluctuation in the rate of exchange between December 31 and the date of payment will affect the income tax return for the following year.

Following the counsel's opinion, the circular suggests that cost and freight purchases, based on sterling credit, received on or before December 31 but not settled for, should be inventoried, laid down market price or at invoice cost figures on the basis of sterling quotation on December 31, whichever may be the lower. If sterling on December 31 is quoted at \$3.76, the invoice cost of coffee billed at 27 cents would be 20.89 cents. Sterling at \$3.76 is 22.63 per cent below normal, or 77.37 per cent of par, which is \$4.86 per pound sterling. Thus the true invoice cost of 27 cent coffee would be 77.37 per cent of the 27 cent which is 20.89 cents.

The circular continues:

In the matter of sterling exchange bought to cover cost and freight coffees not settled for on December 31, we believe many will follow the practice of invoicing such sterling at quotation in effect December 31, or at the purchase price of sterling, whichever is lower.

Example: Sterling purchased and unused on December 31, brought, at \$4.06—if price in effect is \$3.76, it would be in order to invoice at \$3.76, thus availing of a loss item in 1919 statement.

ACTUAL CONSUMPTION *of* FORMOSA OOLONGS—

during the next six or eight months will most probably exceed that of any preceding similar period. The chief reasons for this are so well known that it now seems only a question of "How much beyond normal requirements must be provided for:"

THE ANSWER may be found in the market course of spot JAVA TEA during the past sixty days.

CONCLUSION: The alert distributor never fails to seize the opportunity of pushing the kind of BLACK TEA showing the greatest TEA VALUE.

We offer some of the "bright spots"
of the current Formosa season.

HANDELMAATSCHAPPY "TRANSMARINA," INC.

(Trading Co. "Transmarina")

62 William Street, New York, N. Y.

Telephone 5727 John

If, however, sterling had been purchased at \$3.70, and is missed on December 31, and if your practice in invoicing stocks on hand is to invoice at market or cost, whichever is lower, then it will be in order to invoice the missed exchange at cost (in this case \$3.70) if lower than actual quotation on December 31. The closing quotation for demand sterling on December 31 was \$3.76.

Accompanying the circular the Association sent a handy folder showing the percentage of fluctuation on pound sterling based on \$4.86. The fluctuation ranges down to \$3.00, which is 38.27 per cent below normal. These folders are sent upon request.

COMBINATION SALES

Circular No. 8 refers to combination sales, a transaction in which customers cannot buy sugar unless they take specified amounts of coffee or other grocery items. The circular condemns the practice, and asks Association members to be on the lookout for such cases and to send full details of any they find to the N. C. R. A. New York headquarters. The case of the C. D. Kenny Co., of Baltimore, which is described elsewhere in this issue, is cited as an illustrating instance of a combination sale. It is suggested that roasters see that their salesmen do not enter into such transactions with their retail customers.

GUARANTEEING PRICE AGAINST DECLINE

Circular No. 7 consists largely of a reprint of a statement issued by the Federal Trade Commission on a matter of guaranteeing prices against decline, and the announcement of a public conference to be held soon in Washington to discuss the proposition. The statement is printed on another page of this issue. Circular No. 9 also refers to this subject, telling about the Federal Trade Commission's complaints against two large packers of food products, who are unnamed.

COFFEE FILM MOST READY

The Joint Coffee Trade Publicity Committee's coffee film is rapidly being whipped into proper shape for release. The committee will assemble on January 27 to witness the first private showing and consider whether it has been improved satisfactorily. The Executive Committee of the N. C. R. A. will also be given a showing, either on January 26 or 28.

SCHWARTZ BROS. REORGANIZED

The name of the importing house of Schwartz Bros., San Francisco, has been changed to the American Finance and Commerce Company, which is incorporated with \$1,000,000 capital. The new company plans to extend its importing and exporting business into South America and the Orient. Its business in the past has been largely with the Latin American countries. The corporation will occupy a new three-story building on California street, San Francisco.

The firm of Schwartz Bros. was established in 1877, and Adolfo Stahl has been its president for many years. The other officers of the newly-organized company are: Vice-president and general manager, Donald Lindo; vice-presidents, John A. Stahl and Lionel A. Stahl; treasurer, Benjamin Goldfish; assistant treasurer, William Meyer; secretary, E. S. Heller; assistant manager, D. B. Balart.

HAMBERGER-POLHEMUS IN NEW YORK

Hamberger-Polhemus & Company have opened an Eastern office at 154 Nassau street, New York. This firm has been in business since 1906, with headquarters at San Francisco, and is one of the leading Pacific Coast import and export houses featuring mild coffees. Messrs. Hamberger and Polhemus have traveled extensively in Central America and Mexico, also Java and the Orient, and have established close connections with shippers in those countries.

The New York office has been opened to facilitate the handling of this firm's increasing business. W. C. Hamberger has taken up his residence in New York, and will have charge of the Eastern office.

CAN MAKER ADDS NEW EQUIPMENT

The Gille Manufacturing Co., Kansas City, Mo., has acquired about 250,000 square feet additional floor space to provide for newly installed equipment for the manufacture of fibre cans for coffee, spices, cocoa, baking powder and other food products, and has lately closed several large contracts for coffee, according to A. T. Gille. The new

NEW YORK BAKING POWDER CO., Inc. (of Delaware) ALBANY, N. Y.
MANUFACTURERS OF HIGH GRADE BAKING POWDERS
PACKERS of Cocoa, Corn Starch, and Soda
PRIVATE BRANDS OUR SPECIALITY. **Largest assortment of Stock Labels**



Babson says:

"Labor is short—It is going to be a permanent feature of American industry in prosperous times. There is but one way to combat it—that is, to extend the use of machinery for every possible task and to apply efficiency methods so as to increase the output—and to diminish the call for hand work."

In line with this, The Widlar Co. have been specializing on a few things so as to be able to manufacture in a large way, using automatic machinery especially designed to produce maximum output at a minimum cost.

If you are grinding or packing your own spices, we believe we can show you savings and relieve your labor problem.

Upon request, we will submit samples and prices of the most attractive lithographed can on the market—packed under your own label if quantities justify.

Our capacity—a million cans a month, and rising.

THE WIDLAR COMPANY,

R. W. Brand President

SPECIALISTS IN GROUND SPICES, EXTRACTS, SALAD DRESSING, MUSTARD.

equipment gives the plant a capacity of 2,500,000 coffee cans per year. This firm has also added a line of automatic pressers and scanners to increase their output of tin containers.

BOSTON BRANCH FOR ISRAEL BROS.

Leon Israel & Bros., whose headquarters are in New York, recently announced the opening of a branch office in Boston, with J. E. McKay, a well-known tea and coffee man, in charge. This branch will specialize in coffee, tea and rice.

Mr. McKay has been a broker, manager of the coffee, tea and spice departments of the Tacoma Grocery Company, Tacoma, Wash., and of Sherry & Co., Inc., Troy, N. Y., and also has been connected with Hard & Raud, New York.

COFFEE EXCHANGE NOMINATIONS

For officers of the New York Coffee and Sugar Exchange for the year 1920, the following names have been offered for consideration at the annual meeting to be held January 15:

Clarence A. Fairchild, president; A. Schierenberg, vice-president; C. H. Middendorf, treasurer; managers to serve two years: Edward F. Diercks, Mannel E. Rionda, T. S. B. Nielsen, Leopold S. Bache, Augustus M. Wallbridge and Theodore O. Budenbach.

CITED FOR COFFEE-SUGAR DEAL

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Dec. 30, 1919.—The C. D. Kenny Company, Baltimore, operator of a chain of wholesale and retail grocery stores, has been cited by the Federal Trade Commission, which alleges unfair competition. The Commission charges that the Kenny Company has adopted the policy of refusing to sell sugar unless customers will at the same time purchase the same number of pounds of coffee.—L.A.M.M.

SEATTLE COFFEE CASE QUASHED

[FROM A STAFF CORRESPONDENT]

WASHINGTON, D. C., Jan. 1, 1920.—The Federal Trade Commission has dismissed its formal complaint brought against the Washington Retail Grocers and Merchants Association, Closset &

Devers, the National Grocery Co., The Rego Co., Schwabacker Bros. & Co., and the Seat Grocery Co., all of Seattle, Wash. It was shown that there was insufficient proof to support allegations of competitors that these respondents indulged in unfair methods of competition in wholesale selling and buying of coffee by advertising and maintaining a system of fixed prices.—L.A.M.M.

DINNER FOR DR. FAUSTO FERRAZ

A. J. Deer Entertains Brazil Federal Congressmen and Others at the Ansonia Hotel in New York

ON December 15, A. J. Deer, of Hornell, N. Y., tendered a dinner at the Ansonia Hotel, New York City, to Dr. Fausto Ferraz and I. Mello Franco, federal congressmen from Brazil who are visiting America as delegates to the International Labor Conference in Washington.

Among those present at the dinner were, I. Ferraz; Dr. Franco; Dr. Garcia Laeon, Brazilian Consul General to the U. S.; Dario Ferraz, O. da Rocha, a Brazilian coffee exporter; A. Salaz, general manager of the Roosevelt Brazilian Coffee House; Leo Burnus, manager of the foreign department of the National City Bank; Col. Regan, of the N. Y. State Labor Department; M. Tiernev, manager of the Hotel Ansonia; Avery McDougall, Dr. Chas. F. Healy, Thomas Hassett and H. McNair, president of the Art Club of New York.

After the dinner Dr. Ferraz, his son, and O. da Rocha accompanied Mr. Deer to Hornell where another dinner was given to afford the Brazilians an opportunity to meet the representative business men of Hornell.

Subsequently Dr. Ferraz sailed for Italy. He will also visit France, Spain and Portugal.

During the dinner it developed that not all Brazilian coffee merchants are in sympathy with the manner in which the million dollar coffee campaign is being conducted here. For one thing, it subjected to considerable criticism because Brazil's name is not being mentioned in connection with it.

PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

Personal Service

Our business has now grown to a point where it has been found necessary to organize departments in the interest of increased efficiency and improved service. Each department has been placed in charge of a specialist—a man who has devoted a lifetime to the particular product he handles.

It is our purpose to introduce the personal element in all our dealings with the trade, if possible, more than we ever have before.

We want buyers to feel free to call upon our department managers for advice and counsel regarding any phase of the business of marketing teas and green or roasted coffees.

Out of town buyers not in direct touch with our salesmen are particularly urged to put their sales problems up to us—to give us the opportunity to help you make more money in your coffee and tea departments.

May we have the privilege of showing you what **our** kind of personal service can mean to **you**?

S. A. SCHONBRUNN & CO.

81-83 Front Street

New York

Wm. B. Harris
Former Govt. Coffee Expert
Manager, Roasted Coffee Dept.

C. E. Warth
Manager
Tea Department.

Roasted Coffee Department

WM. B. HARRIS, Manager

Cup character, grade, price—these are the factors upon which you base your coffee purchases.

When you buy our coffees you get selections on cup value made from our own importations and set aside for the roasted trade. This insures you the cream of the importations, and means not only cup quality but identical cup characteristics.

The prices on our coffees follow market fluctuations—you get every advantage as to price.

Tea Department

C. E. WARTH, Manager

Proper selection will eliminate the larger part of your selling difficulties.

The Tea Buyer will find many choice Garden Teas in our well assorted stock, that will solve the problem.

Your inquiries will receive our prompt attention.

S. A. SCHONBRUNN & CO.

81-83 Front Street

New York

Help Boost COFFEE

Every COFFEE roaster, every COFFEE jobber, every COFFEE salesman and every COFFEE retailer should get behind the National COFFEE Advertising Campaign and help to stimulate a big sweeping movement in favor of COFFEE.

Tie up your house with the COFFEE Advertising—to the advantage of your house, your customers and the advertising.

WHOLESALEERS!

Advertise your leading brands.

SALES MANAGERS!

Stimulate your sales force.

SALESMEN!

Show your retailers their opportunity.

RETAILERS!

Specialize COFFEE and let the public know you have the COFFEE that is being advertised.

Talk COFFEE Advertise COFFEE

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When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work
and at Play

C. W. BRANN, president of the N. C. R. A., is scheduled to make one of his justly famed coffee talks to members of the Wisconsin Association of Coffee Roasters and Jobbers early in January.

L. N. GOLL, of M. Levy's Sons, left New York the latter part of December for the company's New Orleans office. After a short stay there he planned to go on to San Francisco, where his firm recently opened a branch.

I. NISHI, tea commissioner of the Japanese Central Tea Association, who recently completed a business trip in South America, sailed from San Francisco for Japan early in December.

A. H. PETTIGREW, for nine years Philadelphia manager for Jos. Tetley & Co., Inc., was recently elected a director of the company.

"BILLY" FISHER, of the C. F. Blanke Tea & Coffee Company, was re-elected president of the St. Louis branch of the N. C. R. A. at the recent annual meeting. As head of this local, President Fisher will figure prominently in the next N. C. R. A. convention, if it is held in St. Louis, as has been proposed.

GRAHAM ARNOLD, in charge of the General Commercial Company's coffee department, is planning a trip to Brazil. Mr. Arnold was formerly with Arbuckle Bros.

O. J. DELPS, of M. Levy's Sons, New York, who has been ill for several weeks, is now back at his desk enjoying his former good health.

SUGAR-COFFEE DEAL CASE DECIDED

J. B. Cohan, trading under the name of Cole-Conrad & Co., Chicago, has been ordered by the Federal Trade Commission to cease and desist from advertising "combination orders" offering to sell three to five pounds of sugar at a very low price in combination with certain other selected bills of goods.

MARKETS OF THE WORLD

Latest News Letters from Staff and
Special Correspondents in Foreign
and Domestic Trade Centers

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and
Coffee Trade Journal"

NEW YORK, Jan. 3, 1924.

AS usual during December, the market for Brazilian coffees has been extremely dull. Prices for Rios and Victorias have not varied more than half a cent, and are now just about where they were a month ago. On the other hand, prices for Santos grades have declined, especially early in the month, and while they firmed somewhat in the late trading, they are now from $\frac{1}{4}$ to $1\frac{1}{2}$ cents lower than at this time last month. The lack of uniformity was largely in keeping with the action of primary markets, Rio and Victoria being generally firmer, while Santos was easier. The irregularity was also traceable to fairly large arrivals from Santos, while only small quantities were received from Rio and Victoria.

Viewing the situation in its broadest aspect, some of the most experienced and conservative members of the trade express the opinion that the recent developments are calculated to create a stronger undertone, despite the usual year-end dullness, and in their judgment the outlook is for higher prices in the future. Some of the best informed traders are convinced that interlock stocks are in most cases decidedly small, hence they expect that the improvement in the demand for spot coffees usually noted at the start of the new year will be more conspicuous than usual this season.

In the meantime, the statistical position has been growing stronger, not only here but in Brazil as well. Warehouse deliveries have been large both here and in New Orleans, and spot stocks have been dwindling steadily. The arrivals at

Thos. P. Monahan

G. A. Schmidt

MONAHAN BROKERAGE COMPANY

(Incorporated)

DEPENDABLE BROKERS IN COFFEE

506 South 7th Street, St. Louis, Mo.

IF YOU WANT "SERVICE",—command us

TELEPHONE—JOHN 4912-3-4.
 MABLE ADDRESS—MACILLET.
 CODES—BENTLEY'S, LIEBERS, ABC-STH. EDIT.

CAPITAL—\$100,000.

MACY BROS. & GILLET, INC.

LIVER CARTER MACY
 President

RIDGWAY MACY
 Vice-President

TEA BROKERS

98 WALL STREET
 NEW YORK

LOUIS ALLSTON GILLET
 Treasurer

HARRY E. HAYES
 Secretary

BOSTON OFFICE: 155 MILK STREET

WE HAVE THE BEST OFFERINGS ON THE MARKET FROM DAY TO DAY.

WRITE, WIRE OR TELEPHONE ONE OF OUR OFFICES WHEN YOU ARE IN
 THE MARKET. IT WILL COST YOU NOTHING AND SAVE YOU MONEY.

WE AIM TO GIVE BOTH BUYERS AND SELLERS A SERVICE NOT YET ATTAINED
 IN THIS COUNTRY AND BELIEVE WE HAVE THE FACILITIES FOR DOING IT.

EPPENS, SMITH COMPANY

Importers and Jobbers

COFFEES and TEAS

267-269-271 Washington St., 103-105-107 Warren St.,

124 Front St., New York

JAVA and SUMATRA COFFEES

SPOT AND AFLOAT

Offering some choice lots.

Ask for Samples

New York and New Orleans have more than offset the small exports from Brazil, resulting in a reduction in the quantity afloat. The combination has naturally caused a marked shrinkage in our total visible supply, which is much below normal although larger than last year's meager total, which was no criterion. At the same time, the small exports from Brazil were more than counter-balanced by a decreasing crop movement, resulting in a material reduction of port stocks.

The Sao Paulo Government holdings are the same as a year ago, 3,073,000 bags, but "free" stocks are only about 350,000 bags in Rio and about 1,625,000 bags in Santos, against about 600,000 and 5,250,000 respectively a year ago, a combined shrinkage of more than 5,000,000 bags. Finally, the world's visible supply has been decreasing at a time when it usually increases, and the total is now the smallest in over twenty years.

Competent authorities state that the present world's supply will barely cover the requirements up to the beginning of the new crop year, and that the Brazilian receipts for the balance of the season must make up the visible supply and carry-over on July 1. As far as the new crops are concerned, it is conservatively estimated that the total will not exceed 16,000,000 bags, as against an estimated annual consumption of 18,000,000.

MILDS DULL AND EASIER

During the month demand for mild coffees has been limited at best, and with selling pressure heavier in some quarters prices have averaged from 2½ to 3 cents lower, although there has been considerable irregularity, as some receivers have remained relatively steady, whereas others have displayed anxiety to dispose of round lots, resulting in some cheap sales. Arrivals at all ports were materially larger, the total being over 340,000 bags, including an unusually large proportion of new crops. Deliveries also increased, but to a small extent, and hence visible supplies are much larger, the total being about 500,000 bags, against about 505,000 a month ago.

ACTIVITY, THEN QUIETUDE, IN TEA

During the first half of December the activity noted in the November tea market was continued, but as the year drew to a close quietude devel-

oped. Nevertheless, prices held their gains, which averaged 3 to 4 cents on Javas, Indias and Ceylons, and 2 to 3 cents on Formosas and Japa. The business done was almost wholly for domestic account, the great difficulty of securing freight room making export business almost impossible although various inquiries were received.

The market is now resting on an even keel, conservative authorities expect higher prices in the near future, especially on Japans, Formosas, Indias and Ceylons and Javas. Because of prohibition, prosperity, and the high price of coffee they look for a much larger consumption. The fore they assert that demand from distribution is bound to become active, and in the meantime stocks are diminishing every day. Moreover, prospects for replenishment are poor, it being reliably estimated that our imports will show a shrinkage of fully 40,000,000 pounds. In Japans alone it is predicted a drop of about 10,000,000 pounds in imports, or roughly 25 per cent.

Our buyers in China have been helpless on account of the record-breaking exchange rate, which jumped from 144 to 170 early in December, with buying of Indias and Ceylons has been greatly restricted, with rupees quoted nominally at against 33 last year, and exchange almost unobtainable, even though premiums running up to 10 per cent are offered.

Some dealers look for pronounced buoyancy in Formosas, largely because of the virtual elimination of Foochow Oolongs, China Congous and Javas. Moreover, with Javas in scant supply under 30 cents, compared with 16 cents last April, buyers will show more interest in Formosas at present prices of 23 to 26 cents, and will make it the basis of their mixtures, displacing Javas, which had been used almost exclusively when available at 16 and 20 cents.

SPICES UNUSUALLY ACTIVE

December repeated November's feat of breaking distributing records in the spice trade. Grinding and distributing needs have far exceeded in December on record, and have included practically all descriptions. Late in the month pepper and nutmegs were especially wanted, virtually spot and afloat supplies being absorbed. An unexpected development was the holding up of ar-

ARCHIBALD & LEWIS CO.

Importers and Grinders

SPICES, SEEDS AND HERBS

Three Hundred percent increase in our business is proof of the striking superiority of our goods. Quality assures success. We have solved the quality problem for others. Let us co-operate with you.

18 DESBROSSES STREET

Established 1890

NEW YORK

FRANCIS PEEK & CO., Ltd.

Head Office: 20 Eastcheap, London, E. C.

SINGAPORE

JAVA

SUMATRA

Laidlaw
Buildings

Batavia, Soerabaja, Bandoeng
and Semarang

Medan and
Padang

EXPORTERS of JAVA TEA

and other Dutch East Indian Produce

TIN

RUBBER

SUGAR

COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON
MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

JAVA TEAS OF
DIRECT IMPORT

JAVA PLANTA-
TION RUBBER

ROWLEY DAVIES & CO., Limited

Exporters and Importers

BATAVIA

JAVA

HEAD OFFICE: FENCHURCH HOUSE, 5 FENCHURCH ST.

LONDON, E. C.

Will Gladly Reply to Enquiries and Supply All Information

imports of nutmegs and peppers by food inspectors. Dependable authorities look for continued strength owing to the depleted stocks and the poor prospects for speedy replenishment, as primary markets are still above our basis on many varieties. Moreover, distribution is expected to continue active, as usual, early in the new year.

C. K. T.

THE FORMOSA TEA SITUATION

With Other Black Kinds Scarce and High Priced, A Big Demand Is Expected to Develop in This Country

DURING the last few weeks the position of Formosa teas has been the subject of much discussion among experienced merchants in the New York trade. Conservative interests have been freely predicting that Formosa oolongs are destined to advance materially during the coming season, equaling, if not exceeding, the sharp upturn in Javas last Fall and the more recent advances in Ceylon pekoes.

Their main argument is based on the virtual elimination of other black teas and the generally high level of prices prevailing for them. At this writing Formosas are worth from 23 to 26 cents, while Foochow oolongs are practically out of the market and could not be laid down for less than 30 cents. A more important item, however, is the scant supply of Javas under 30 cents and the shortage of China congous, which range from 25 to 27 cents.

Attention is called to the fact that Formosas are now about 7 cents lower than at this time last year. One of the reasons for the decline was the fact that the crops of 1917 and 1918 were fairly large, both being about 20,000,000 pounds, as against a normal average for many years of about 18,000,000. This naturally induced many buyers to hold off, in the belief that accumulation of supplies would enable them to buy on much more advantageous terms.

At this time the statistical outlook is much less bearish. Indeed, the price has risen about 2 cents in the past two months owing to the growing conviction that the carry-over from previous

crops was not as large as had been generally supposed. Moreover, there has been a more general appreciation of the fact that the 1919 crop was not big enough to permit of large offerings below 23 cents. Latest indications are that the output did not exceed 14,500,000 pounds.

Another cause of the 1919 drop in Formosas—indeed, for the general early depression throughout the market—was the forced selling last Spring of low-priced garden consignments from Batavia. As a result, good Javas were available at 16 to 18 cents last April, against about 30 cents a year previous. The natural result was that Formosas, which formerly made up about 70 per cent of the majority of cheap tea mixtures, were neglected almost entirely. The practice of using Javas almost exclusively became universal; some blenders put out a so-called "mixture" that was actually one hundred per cent Java.

This depressing factor has likewise disappeared. Java suddenly ceased consigning, and during the past eight or nine months only small lots have been received. As a result, supplies have dwindled, as noted above, and prices are, roughly, ten cents higher.

The natural inference is that Formosa will again become the largest item in cheap mixtures. Improvement in inquiries is already noted, and considerable activity is looked for when general trade picks up, as is usual when the new year has got well under way. The heaviest weight of the new crop is just beginning to be felt, and during this month and next the movement will be practically completed. The crop is quite certainly a short one, and it must fill all requirements until August at least.—C. K. T.

DEFINING A WHOLESALE GROCER

"Anybody who buys and sells wholesale groceries in wholesale quantities" is a wholesale grocer, says the Federal Trade Commission in its decision in the Los Angeles Grocer case. In this matter it was charged that certain wholesale grocers, jobbers, brokers and sugar refiners had concerted to prevent the sale to the Los Angeles Grocer Company of sugar and other groceries. The Commission held that while any seller has a right to select his customers, any com-

W. LEE SIMMONDS & CO.

83 FRONT STREET

Coffee Brokers

NEW YORK

A thoroughly equipped office and efficient staff, together with thirty-one years' experience in all branches of the business, are at your service. Correspondence solicited.

Woods Ehrhard & Co.

GREEN
COFFEE
EVERY
WAY

New York

Hooton's Cocoa and Chocolate

Insures Quick Sales and Repeat Orders

AMERICAN and DUTCH PROCESS COCOA POWDER

Packed in

Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

"MOGUL" Brand SWEETENED COCOA

Packed in $\frac{1}{2}$ lb. tins—100 lbs. to case.

"HARVEST" Brand SWEETENED COCOA

Packed in 1 lb. tins—100 lbs. to case.

"HARVEST" Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE

Packed in $\frac{1}{2}$ lb. Cakes—100 lbs. to case.

"HARVEST" Brand BREAKFAST COCOA

Packed in $\frac{1}{2}$ lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

HOOTON COCOA COMPANY

NEWARK

NEW JERSEY

mination or combined effort on the part of competitors to prevent the sale of goods to a competitor, and thus influence the seller's right to select his customer, is an unfair competition.

DOMINICA'S CACAO CROP

A Record Yield for the Winter Season is Expected from the Puerto Plata District

[SPECIAL CORRESPONDENCE]

PUERTO PLATA, Dec. 10, 1919.

PRELIMINARY reports from various sections of this district indicate that the second or winter crop of cacao will be very late, and in most sections the promise is for an excellent yield.

All reports from this region indicate that the prospects for a record yield for the winter crop are bright, as the cacao growers in this region have just harvested an excellent crop, for which record prices were secured. This section is enjoying a prosperity never known before.

In this connection it is estimated that over 47,000,000 pounds of cacao were harvested in the Cibao (the country from Moca on to Sanchez) during the year ending August 15, 1919, which crop was worth to the growers over \$7,000,000, so from this can be gained some idea of the importance of this crop in a community with an estimated population of not much over 100,000.

The winter crop in Santiago Province has been affected very seriously by the want of rains, and the crop will be short as well as late, but in the most important cacao regions around Moca, La Vega, and San Francisco de Macoris the lack of rains did not continue long enough to affect the yield, though the crop is late in reaching the market, and is just now beginning to come on the market to any extent, and the season will last probably through February.—W. A. B.

OUR LONDON LETTER

The Latest News From Mining Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL
34 Cranbourne Street, London, W. C. 2

LONDON, Dec. 4, 1919.

ATURN for the better in the tea market here is now expected, following the recent severe fall in prices. The weakness which prevailed again in the past week or two eventually made place for a slightly steadier feeling, despite the increased offerings. Given a revival of competition for the handling of this week's fairly liberal catalogues will doubtless be proceeded with more expeditiously.

The price of common leaf grades having been allowed to drop to about 32 cents. This figure would not permit any further concessions, while the cost of imports is estimated to be at the rate of at least 14 cents per pound above that which ruled before the war. Due allowance, too, has been made for the preferential duty of 21 cents per pound.

The trade position has certainly been placed on a much more satisfactory footing without in any way disturbing the retail prices. It is felt that the margin of the distributor and the retailer should be more ample, and all this tends to ensure the continuation of a full home consumption under keen competition.

AMPLE FUTURE TEA SUPPLIES EXPECTED

Duty payments have been maintained on a good scale, and export trade is capable of further considerable extension. The stocks in bond are heavy and the shipments over the balance of the year from India and Ceylon will probably be very liberal. There is thus every indication of ample supplies for an indefinite period, and the sales in the New Year will presumably be increased.

Always On the Market

Never Over the Market

Often Under the Market

We have the largest stock of the finest roasting and drinking coffees of all description.
We offer teas of every variety. All of fine cup quality.

JONES BROTHERS TEA COMPANY, Inc.

107 Front Street, New York

GUSTAVE E. KRUSE
Manager
Coffee Department

JOHN J. MCNAMARA
Manager
Tea Department



"First Row," "Orchestra" or "Gallery"?

In Paris, it is said, the person who steps into the street and is then knocked down and hurt, is arrested:—punished for neglecting his own interests.

In these days of critical "brand" selection by the Retailer, are you liable for "neglect of your own interests" by having a package of unattractive appearance—or is your package among the "quick turnover" group? Does your product always have an "orchestra seat" in the Retailer's display—or does it repose in the "gallery"?

The UNION DUPLEX BAG and The UNION DUPLEX SACK have been developed by commercially effective *design* and the most skillful of *bag-printing* to a point of unquestioned superiority among their class of containers, and are even making a successful plea for consideration among other classes. They are a medium for keeping "in front" the brands of hundreds of progressive packers of tea, coffee, sugar, rice, dried fruit, flour, meal, etc., etc.

Our staff of artists strive for something better each time—and get it. This is an excellent time to consider your package needs, before the year's commitments are arranged.

UNION BAG & PAPER CORPORATION

Manufacturers of All Manner of Paper Bags

PRINCIPAL OFFICES - WOOLWORTH BUILDING - NEW YORK CITY

The official statistics relating to tea are: Imports into the United Kingdom during the first ten months of the present year amounted to 379,640,000 pounds, compared with 385,516,000 pounds in the same period last year, and 192,053,000 pounds in 1917. The total quantity entered for home consumption in the first ten months of this year amounted to 329,940,000 pounds, contrasted with 262,346,000 pounds in the same period last year and 238,462,000 pounds in 1917. The total stock in this country on October 31 was 159,512,000 pounds, against 97,159,000 pounds at the same time last year and 32,131,000 pounds in 1917.

In twelve months an additional 10,000 acres has been added to the tea estates of Assam, bringing the total area to 1,376,035 acres, of which at least 30 per cent is actually producing tea. The balance is either being cleared, or is under experimental growths. At the close of 1917 there were 796 gardens in the province; at the end of 1918 there were 814, and by the end of this year it is expected that the number will have increased to at least 836.

Variations of temperature have little or no effect on tea culture in Assam, and even the long spell of cold wet weather which set in during June, 1918, and continued for so long, although it prevented growth to some extent, did not actually affect the output. The untimely cessation of rains in October of that year, which brought the season to an early close, also made but little difference.

The production of black tea shows a steady increase, as 249,411,190 pounds have been turned out in the last year under review, as against 242,856,597 pounds in the previous twelve months. Green tea is also being produced in increased quantities, and is still in strong demand. The production figures for this are 3,858,993 pounds, as against 2,767,319 pounds for the above periods. This green tea is principally manufactured in Cachar, Darrang and Sylhet, and a considerable extension of this branch of the business is anticipated.

LONDON COFFEE MARKET QUIET

The demand for coffee is very quiet; the prices have not changed much. The export demand is badly affected by exchange troubles. There is only a short supply of best quality, and most enquiry is at present directed to coffees of British growth. Small offerings at recent auctions were only partly disposed of. The wholesale price of Costa Rica is about \$37.50, Bogota at \$36.25, Guatemala at \$32.50 to \$37.50, Ecuador at \$30.00 to \$31.25, Venezuela at \$32.50 to \$37.50, and San Domingo at \$31.25 to \$36.25. All have been finding buyers. The Brazilian f. a q. price is about \$31.25, that of Nairobi about \$35.00, of Uganda about \$33.75 and of fine East Indian \$38.75.

In the Prize Court, London, on November 6, the president, Sir Henry Duke, condemned as contraband and destined for Hamburg \$375,000 worth of coffee shipped by R. Alves Toledo & Company, of Santos, Brazil, at the end of 1915 and beginning of 1916, to various consignees in Norway, Sweden and Denmark. The Crown's case was that the consignees were "dummies," and acted merely as intermediaries through which the coffee was forwarded to the firm of Otto Hassel, coffee importers of Hamburg. Secret code names and various subterfuges were used in the scheme employed to evade the blockade.

COSTA RICA'S COFFEE EXPORTS

The total exports of coffee from Costa Rica for the season of 1918-19 are placed at 30,784,184 pounds gross in the official bulletin recently published. In the previous season the total was 25,246,711 pounds gross. The net exports, exclusive of the coffee shipped in parchment and two kilos per sack for tare, for the 1918-19 season were 29,837,039 pounds.

Of the exports the United States took 29.93 per cent, Great Britain 52.88 per cent, and Spain 5.28 per cent. More than 56 per cent of the exports were grown in the province of San Jose.

W. M. GIFFORD COMPANY

MILD

Coffee Brokers

BRAZIL

11 India Street

Boston, Mass.

Our direct connections with Coffee Shippers give us the opportunity of securing good Coffee at all times.

We work for those who need our services. Superior facilities for taking care of the needs of Green Coffee buyers.

Cost and Freight—Spot New York and Boston.



Weis all Fibre— Parchment Lined Containers

LET US SHOW YOU HOW TO GET THE
Highest Quality "Can"

AT A PRICE THAT

Won't Make You Squirm



TESTS by particular packers show WEIS containers compare most favorably with any style can.

Send for our catalogue and sample. We will be pleased to give you information about a real high grade "can" sold at a low price.

For coffee, tea, spices, cocoa, etc. Also manufacture paraffined containers for liquid and semi liquids.



THE Weis FIBRE CONTAINER CORP.

101 FRONT STREET
MONROE, MICH., U. S. A.



When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE INDIAN TEA TRADE

Lack of Shipping Causes Congestion in Calcutta Go-Downs, Which in Turn Hampers Auction Sales

[SPECIAL CORRESPONDENCE]

CALCUTTA, Nov. 8, 1919.

THE Calcutta tea trade is very much hampered for want of sufficient accommodation at the Port Commissioners' go-downs. In normal times the floor space was sufficient because tea could be shipped as fast as it was sold, but times have not been normal for a long time past and will not become so again for a long time to come. Even though shipping has somewhat improved, the warehouses are glutted with sold tea which stands in the way of new arrivals. In consequence sale teas cannot be displayed in time.

This has been a good season for quality from all quarters. All the brokers have commented favorably upon the absence of stalk in the teas, and prices have benefited in consequence. This week's sales were restricted to 25,000 packages on account of congestion at the tea warehouses, but this will mean better prices, as there are plenty of orders in the market and the teas on offer will be competed for. The average of sale No. 16 was 8 annas 6 pies, against 7 annas 11 pies last year.

It is stated that the Government of China has approved a scheme providing for the free export of tea for two years, and has instructed all the customs offices accordingly. This news is not very important, because tea in the interior of China is so cheap that the likin or Government tax is so small that the article can compete anywhere. If, however, the Mandarins were to get a wave of honesty and abandon the "squeeze" or illegal exactions, the exporters could undersell everybody everywhere. But that is not the Chinese way.—I. G. R.

JAVA COFFEE TO OUST BRAZIL'S

Dutch Planters Report a Renewal of Interest in Their Product, and Believe They Can Succeed Brazil as the World's Largest Producer

[SPECIAL CORRESPONDENCE]

BAITENZORG, Nov. 3, 1919.

RENEWED interest is certainly being taken in Java coffee, and it has been said that in the course of time its success may "kill" the plantations in Brazil, because of the abundance of cheap labor the Java planters can command. The labor position in the planting countries of Asia is undoubtedly strong compared with that of America or of Africa, and must tell heavily in its favor, but the quality of the product is also a determining factor.

In view of the important part which coffee plays in the colony, an association of planters called the "Java Coffee Producers' Association" has been formed which deals entirely with coffee. Established at Buitenzorg, valuable assistance is afforded by the laboratories of the Botanical Institute and the experimental gardens, which are busy increasing their work of research with a view to attacking the parasites of the precious shrub, and introducing more productive and resistant varieties.

The Association is now looking for opportunities to export Java coffee to the United States. The coffee will first be inspected by experts in order that none but the best qualities may be shipped. The support also of the Government is being solicited, as then exporters would be compelled to follow binding Government rules.

It must not be forgotten that, next to Brazil, the Dutch East Indies produce the best coffee and the largest quantity. They furnish one-fifth of the world's consumption, and the value of the harvest often amounts to £2,500,000.—A. A. K.

**DANNEMILLER
COFFEE CO.
BROOKLYN-N.Y. CITY.**

COFFEE—Roasted and Green
To Wholesale Dealers Only



**THE SIGN OF
BETTER CANS**

AMERICAN CAN COMPANY

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

EUROPEAN COFFEE SITUATION

The Continental Markets Are Still Abnormal, France Seeming to be the Only One Showing Appreciable Improvement

[FROM A STAFF CORRESPONDENT]

LONDON, Dec. 3, 1919.

HERE is a timely survey of coffee market conditions in some of the leading trade centers on the European continent.

HAVRE MARKET IS IMPROVING

While in most cases the coffee markets of Europe are still abnormal, there is distinct movement upwards on the Havre market, which reached its highest point on November 6. This is largely accounted for by the reduced value of the franc; and prices incline, of course, to vary as the value of the franc rises or falls. A considerable volume of sales has taken place on the market, making as much as 3,000 sacks per day, or even reaching as high as 4,500, but declining again to relatively small quantities.

ITALIAN TRADE STILL IN DIFFICULTIES

The excitement that is being made in Italy in the monopolization of the coffee supplies has caused a great deal of heart-burning amongst the merchants; and the Government has had great difficulty in persuading not only the leading firms of the country to accommodate themselves to the Government policy, but there is difficulty also in what is popularly termed "redeemed Italy," that is the Trentino and also that portion of the boundaries of the country which embrace the port of Trieste. Here, too, the Government has had to be at considerable pains, with abundant official assurances, etc., to reconcile the local dealers with the necessity for establishing a monopolistic policy.

The difficulty in Trieste, it appears, becomes

further complicated by the fact that exports there to neighboring countries are subject to the influence of the international exchange situation. For example, the Czecho-Slovaks require their dealings to be transacted in their crowns, which must be lodged in local banks for a period to cover the transaction right through Trieste seems to be in a rather fortunate position in one respect, in that it had considerable stock before the imposition of the monopoly, including some 28,000 sacks of exceedingly good quality. The holders count upon doing very good business not only in the immediate neighborhood, but in more remote parts of the separated lands of Austria.

The shipment consisting of 28,000 sacks referred to was bought at a very advantageous price, and, of course, put the Trieste people in a very good position, for, on account of its recognized high quality, they contemplated obtaining a position on the market that would constitute it a recognized source of supply perhaps more advantageous than had been known hitherto. German Austria, it appears, is quite content to accept its supplies from Trieste, as was the case in old days, when it was an Austrian port.

POSITION IN GERMANY IS COMPLICATED

The German coffee position is likewise much complicated by the exactions of the Germans who are at the moment very conveniently getting on for doing business with Germany, but who, reasonably enough, as is acknowledged by the Germans themselves, cannot deal in marks on account of their unstable exchange value. They prefer, of course, to have their transactions in guilders, obliging it to the Germans to supply the amount best they can on the exchange value of the mark on the due date.

Then there are the Hamburg merchants who are anxious to assume their commanding position as furnishers for Germany, and are straining

J. G. Davies

Phone Bowling Green 6796

W. V. Smith

DAVIES AND SMITH

Coffee Brokers

85 and 87 Front St., New York

Direct connections with: Bogota, Maracaibo, Central America, Hayti

TWO INDISPUTABLE FACTS

- I. *The successful packer uses a distinctive container for his product.*
- II. *The distinctive container is the CANISTER.*

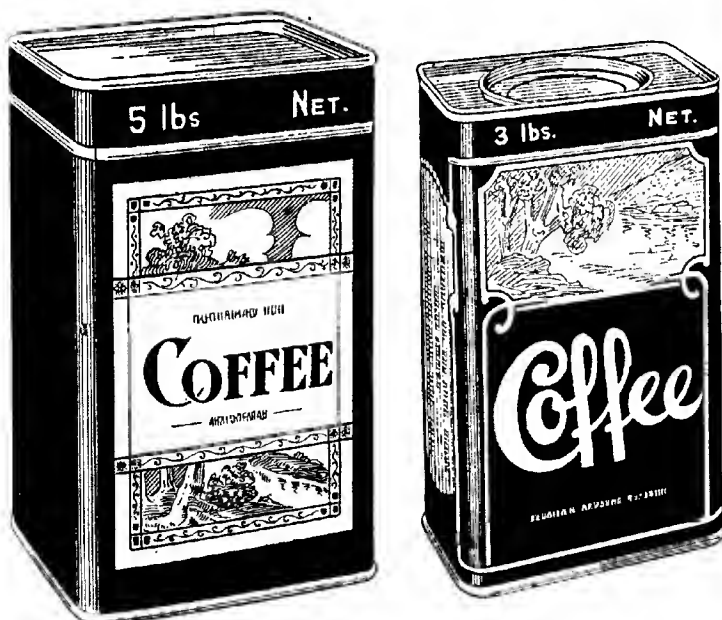
The *CANISTER* is constructed from a firm, strong, waterproof fibre that is parchment lined inside and fitted with tin top and bottom.

By its adoption, Mr. Packer, you will lay a firm foundation for the increased popularity of your goods as well as a most welcome and substantial growth in those sales figures that you watch so anxiously. *THINK IT OVER.*

Samples will be furnished gladly on request. We are sure that we have exactly the style and size that you require.

THE CANISTER COMPANY OF NEW JERSEY

Sales Office: 19 Battery Place, N. Y. City Factory: Phillipsburg, N. J.



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their exertions towards acquiring a recognized *locus standi* for the supply of coffees, as well as for other goods, to the interior of the country. Naturally their efforts must be subject to shipping facilities, which at the moment are so restricted because of the partial blockade and the great scarcity of ships.

A good deal of coffee, it appears, is being smuggled in over the Western frontier. The German Government finds it difficult to close up the Customs gap in the West, owing to the proximity of enemy forces, which makes it difficult to impose the official requirements of the German Government without causing friction, even with the best intentions prevalent on both sides.—T. R.

NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as Gathered by Our Correspondent

NEW ORLEANS, Dec. 31, 1919.

THE end of the year is a quiet time for coffee dealers in New Orleans, and with holidays and stock taking the business is nearly at a standstill. There has been fairly good trading during the latter part of the month, until this week, and arrivals of coffees from Brazil have been considerable, so that the stock has been kept up well.

Mild coffee has been arriving in small amounts and trading in that variety is light, though better business is looked for at the beginning of the year, when the imports will increase.

Spot prices here have been steady for a week or more, and Rio 7s are 15 $\frac{7}{8}$ cents and Santos 4s 24 $\frac{1}{4}$ cents a pound. Mild coffees quoted are: Bogota, medium to good, 30 and 32 cents; unwashed Cucuta, 27 and 27 $\frac{1}{2}$ cents; washed Guatemala, 28 and 31 cents; unwashed, 24 and 25 cents; washed Mexican, 30 and 32 cents; unwashed, 25 and 26 cents; Honduras, 24 and 25 cents.

Coffee roasters report good business. There has

been no change in prices of standard grades but some of the fancy blends have been advanced a cent a pound. Plans for securing publicity through the movies and by straight advertising are being made for coffee day. The local roast organization, headed by D. H. Hoffman, is taking an interest in the plans.

Prices of teas are strong, and sales in December, especially the earlier part, were large. Dealers stated that they expect the new year to bring good business.

Charles P. Dittmann, Jr., recently returned from an extended trip through the coffee region of Brazil, where he went as a guest of one of the large firms represented by his firm here.

T. V. Young, who has been superintendent of the roasting plant of the American Coffee Company since 1903, has resigned to attend to private business. Harry S. Aldrich, formerly of United States aviation service in France, and recently from New York, has been appointed superintendent. The American Company recently bought the building in South Peters street occupied by its plant, and is putting in additional machinery.

Young & Griffin are getting ready to open their roasting plant in the property formerly occupied by the Consumers' Biscuit Company in South Front street.—E. K. P., Sr.

BIG COFFEE CROP IN COSTA RICA

[SPECIAL CORRESPONDENCE]

SAN JOSE, Costa Rica, Nov. 11, 1919.—One of the best-posted coffee exporters estimates that the crop for export for the season of 1919-20 will be about 3,000,000 pounds. For the season 1918-19 it was between 2,500,000 and 2,600,000 pounds.

The crop this year on the Atlantic side is reported as very heavy, also in the vicinity of San José, but in the districts of Heredia and Alajuela it is reported as very light. B. F. C.

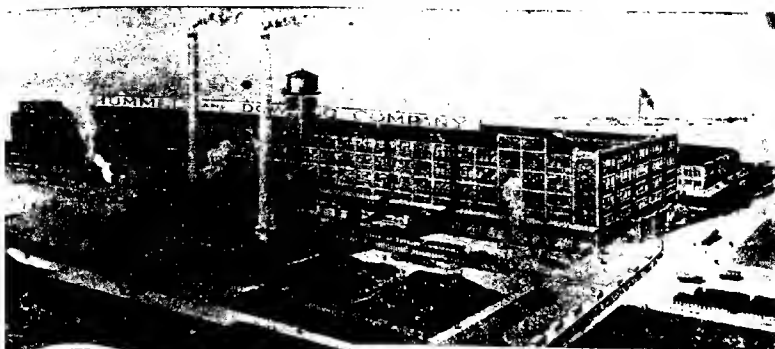
S. PFEIFER & COMPANY

IMPORTERS OF

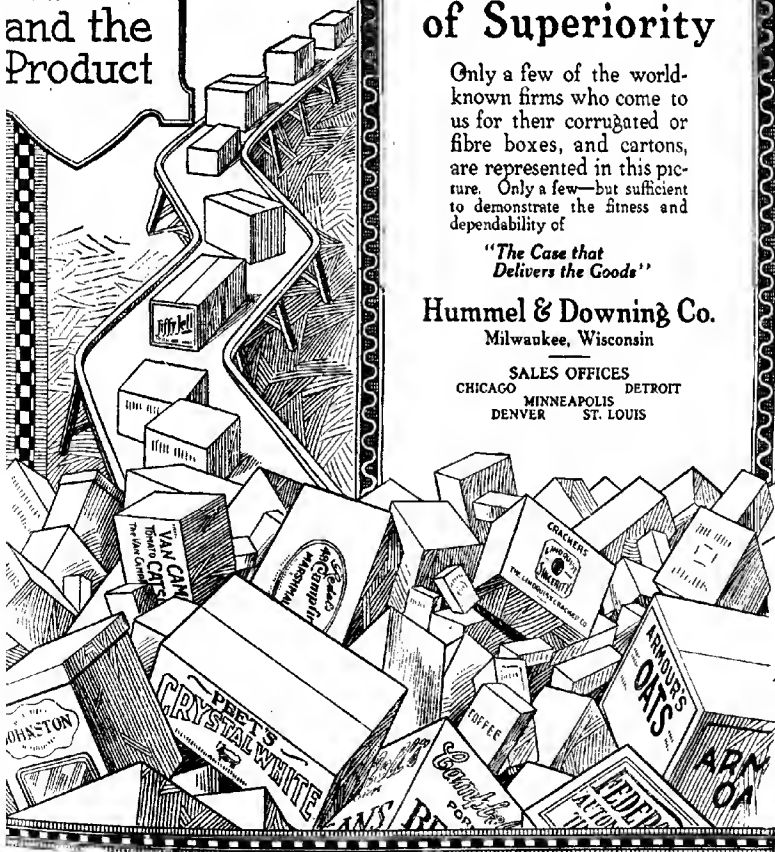
Brazilian and Mild Coffees

400 MAGAZINE STREET

NEW ORLEANS



The Plant and the Product



The Best Proof of Superiority

Only a few of the world-known firms who come to us for their corrugated or fibre boxes, and cartons, are represented in this picture. Only a few—but sufficient to demonstrate the fitness and dependability of

"The Case that Delivers the Goods"

Hummel & Downing Co.

Milwaukee, Wisconsin

SALES OFFICES

CHICAGO MINNEAPOLIS DETROIT
DENVER ST. LOUIS

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

SAN FRANCISCO TRADE NOTES

Tea and Coffee Notes of the Pacific Coast Centers Gathered by Our Own Correspondent

SAN FRANCISCO, Dec. 23, 1919.

SINCE the national convention of coffee roasters last month there has been considerable discussion in the local trade regarding shorter terms. On this coast it has been the custom to give sixty days' credit, and many of the roasters believe it will be difficult to educate the trade to the thirty-days' term. They claim that conditions are different in this territory from those in the East. Distances are greater, and shipments longer on the road. But the main argument seems to be that sixty days have always been granted, and therefore no attempt should be made to change.

This is the same fight that the coffee men had in the East. Inertia, opposition to change, is a difficult thing to overcome, but it is hoped that the experience of their Eastern brothers will point the way to the Western trade.

The local association of coffee roasters has decided that in using the films for the coffee propaganda which are being prepared by the national association they will use no individual advertisement. Several years ago there was an advertising film company in this city that turned out some very fair moving pictures for free distribution among theatres throughout the State, but each of these ended with a direct advertisement for the firm putting out the film. The audiences resented these ads, even in the small towns, as they felt they had been deceived into an interest in a matter which was purely advertising, and after a few months the films were withdrawn.

The Van Winkle Coffee Co. has been incorporated, with a capital of \$20,000, by P. S. Van Winkle, D. B. Mountanos and Edna Van Winkle. The firm will roast and sell coffee at retail and

wholesale. Both Van Winkle and Mountanos have been in the coffee business for some time and they have considerable restaurant trade.

J. A. Folger and Elliot Cofer have returned from the East, where they attended the coffee roasters' convention. At the last meeting of the California association they entertained the members with a recital of their experiences.

Benjamin Bloom, coffee merchant and planter in San Salvador, spent a week or ten days in San Francisco before leaving for New York the last part of December. Mr. Bloom says that the crop of San Salvador is excellent, although it is about 50,000 bags less than the previous year. He estimates it at 650,000 bags. Of the future of the business he declined to express an opinion.—G. P.

HIGH GRADE COFFEES IN DEMAND

The higher grades of coffee are in increased demand in all parts of the country, according to a recent report from the San Francisco office of C. E. Bickford & Company: "Roasters throughout the country report that even with the unprecedented price difference between Rio and drinking coffees they are experiencing a constantly lessening demand for the former, and the succeeding month indicates a decreasing consumption of the lowest priced coffees with a steady increased call for the higher grades.

"Robusta coffees have been imported in tremendously large quantities to this port, more than 100,000 bags arriving in the last week and are strongly substantiating the lack of demand for inferior grades. Robusta coffees, even at 6c. to a pound below their selling worth of 90 days ago, are dragging in sale in the same relative way as Rio coffees. Even unwashed Salvador and Nicaraguas seem to have lost their former popularity in roasters' lower priced blends and at temporary price differences remain neglected where choice to fancy grades elicit buyers' keen interest even for shipment four to six months hence."

J. E. CARRET & COMPANY

Successors To

JOHN O'DONOHUE'S SONS

IMPORTERS—JOBBER

COFFEE

100 FRONT STREET

NEW YORK

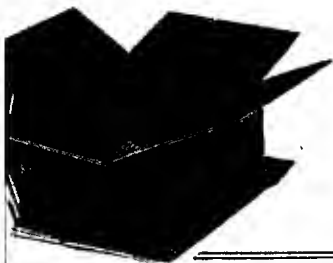


PROTECTION

Decreased shipping expenses, lower packing cost and 100% shipping protection. These are yours when you start packing your products within the cushioned walls of H & D Corrugated Fibre Boxes. A broken box and crushed contents cost you money, and a loss of the good will of your trade. Decide now to turn this expense into profit. Get the facts about

H & D Corrugated Fibre Boxes

The Hinde and Dauch Paper Company maintains a service department to which you should write today. Send a sample shipment of your goods—collect—and it will be returned to you prepaid and packed in a specially designed H & D Corrugated Fibre Box. This will cost you nothing and places you under no obligations. Ask for our FREE illustrated book "How to Pack It."



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CANS

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GILLE MFG. CO., KANSAS CITY, MO.

BRAZIL COFFEE TRADE NOTES

An Analysis of Last Season's Coffee Exports Shows That American Shippers Ranked Second Among All Nations

[SPECIAL CORRESPONDENCE]

RIO DE JANEIRO, Nov. 28, 1919.

THE statistical record of shipments during the 1918-1919 crop year shows that American shippers rank second, (Brazilian and Portuguese firms are first) with 2,064,076 bags, or 20.7 per cent as against 33.8 per cent in 1917-18, 35.1 per cent in 1916-17, 27.1 per cent in 1915-16, and 27.8 per cent in 1914-15. As the Pan-American Hide Co. did not export last season, the number of American houses fell off from 8 to 7. The biggest American exporter was, as usual, Hard & Rand with 660,823 bags, or 6.6 per cent of the total exports of the 1918-19 season. Arbuckle & Co. was second with 5 per cent, and Leon Israel & Co. third, with 2.9 per cent. J. Aron & Co. dropped from second to fourth, and Grace & Co. from fourth to fifth.

German carriers accounted for only 142,436 bags, or 0.2 per cent of the coffee exported during the five war seasons 1914-19. During the earlier part of the 1914-15 season, 58,744 bags were shipped in Austrian-Hungarian bottoms, then shipments ceased entirely.

During the 1918-19 season the clearances overseas by all shippers of Santos coffee was 7,855,040 bags, of Rio 1,804,052 bags, of Victoria 391,165 bags, of Bahia 184,665 bags, and of other ports 136,515. Thus clearances to all destinations for the 1918-19 season amounted to 10,371,437 bags, 436,900 bags more than the previous crop.

UNITED STATES TAKING BAHIA COFFEE

From Bahia it is reported that the export of coffee from that State to the United States was resumed in 1918 after a lapse of several years. Formerly Bahia coffee would not grade with the

Rio and Santos classifications and was, therefore, considered inferior in quality until recently, when an experimental shipment was so well received in New York that an established trade has sprung up between the two ports, which has stimulated interest in coffee raising in this district.

Between November, 1918, and June, 1919, 40,400 bags of coffee were shipped to New York, none having been shipped during the first five months of the year 1918-19. Other large buyers of Bahia coffee during the past year were Havre and Amsterdam, which imported 86,655 bags and 10,455 bags respectively. The total exports of coffee from the port of Bahia to foreign countries from July, 1918, to June 30, 1919, were 143,205 bags, and 41,451 of which were exported during the first semester.

According to the new schedule of export taxes recently published by the Government of Bahia the duty on coffee will be seven per cent ad valorem. In addition a tax of five per cent is levied on the export duty itself, based on official valuation.—FAZENDA.

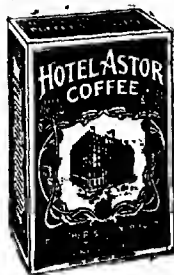
MORE ABYSSINIAN COFFEE SHIPS

For the past two years the transport of Abyssinian coffee from Djibouti to Aden across the Red Sea has been irregular and expensive, owing to the irregular sailings of vessels. Early in November, 1919, the service was improved by the establishment of a regular weekly steamship service between the two ports. The restoration of regular transport is expected in Eden to lower somewhat the very high prices at which Abyssinian products have been selling in that market.

BIG COFFEE CROP IN GUADELOUPE

[SPECIAL CORRESPONDENCE]

GUADELOUPE, F. W. I., Nov. 26, 1919.—Guadeloupe's recent coffee crop was considerably larger than that of last year, and prices will be very high.



**FOR SALE BY MORE THAN
20,000 DEALERS!**

New York's old Favorite Brand



Ritchie's ALL FIBER CANS TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans. Ritchie's Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoa-nut and all dry foods.

Quotations and samples promptly forwarded.

W. C. RITCHIE AND COMPANY
414 SO. GREEN ST., CHICAGO, ILL.

Send all that Goodness to the Consumer!

The quality of your product is the key note of your reputation. The condition in which your goods reach the ultimate consumer is the important detail that makes or mars your good-will.

Safeguard this vital asset by every care in packing.



Protective Papers

*Glassine—Vegetable Parchment
Grease Proof—Parchmoid*

safeguard your product and good-will on that journey from your factory (over the counter) to the consumer.

Each one of these papers has distinctive qualities that make it best for the purpose—all can be creased or folded without cracking. They will improve a poor package and make a good package better. Supplied in sheets, rolls or circles. Your jobber can supply you.

Write today for samples.

Diamond State Fibre Company
Bridgeport, Pa. (Near Philadelphia)

Also makers of Diamond Fibre—"A Remarkable Material"

For the convenience of Western Trade, we carry a complete stock of Diamond-F Protective Papers at our Chicago Warehouse, 1656 Bosley Court.

The entire crop is shipped to France, where it is sold as a café de luxe, bringing higher prices in the Havre, Nantes and Paris markets than coffee from any other source. Opening prices quoted were 6 francs per kilo delivered upon the plantation unsacked, while last year at the same time prices were 2.60 francs per kilo.—V. C. L.

SUGAR FROM COFFEE BERRIES

A correspondent in Colombia writes that a factory is to be erected near Bucaramanga for the purpose of extracting sugar from coffee berries for manufacturing spirituous liquors. The process is not disclosed, but it is claimed that the product is richer in sugar than that extracted from cane.

SALIENT TRADE NOTES

George C. Boner recently disposed of his coffee brokerage business in Memphis, Tenn., to take charge of Leon Israel & Bros.' newly opened branch at Lamar and McKinney streets, Dallas, Tex.

Linn M. Huntington, vice-president and general manager of the Bramon Estates Company, Rubio, Venezuela, died recently at Saranac Lake, N. Y., after a brief illness. Mr. Huntington usually made two trips a year to the United States, making his home at the National Arts Club, New York.

J. H. Blackwell, president of J. H. Blackwell & Sons, coffee roasters and wholesale grocers, Trenton, N. J., died a few weeks ago, aged 78 years.

F. J. Hoel, vice-president of the McCord-Brady Company, Omaha, Neb., coffee roasters, is dead. He was with this firm for forty years.

G. S. Bernstein, for thirty years Southern representative of Runkel Bros., Inc., died recently in Dallas, Tex., aged 67 years.

C. E. Lackland, manager of the C. F. Sauer Company, Richmond, Va., died recently in that city.

Andrew Pabst, with the Steinwender-Stroffregen Coffee Co., St. Louis, for the last 26 years, lately as sales manager, resigned December 1 and retired to his farm in Arcadia Valley, near St. Louis.

Thomas L. Milan, manager of the Southern sales district for Carter, Macy & Co., was a New York visitor late in December. He was en route to New Orleans after an extensive trip throughout the Southeast, and expected to be back at his desk about January 1.

The Thomas J. Lipton Company, of India, operates a store at Bombay, in the window of which it is planned to carry on coffee roasting operations. A No. 7 Burns motor-operated roasting outfit is to be used.

The Lind Brokerage Co., Ltd., 49 Wellington street East, Toronto, was recently appointed broker for J. Aron & Company, Inc., New York, by R. J. Drolet, of the Aron Canadian department.

The Montgomery Mills, 21 Montgomery street, Jersey City, N. J., was recently formed to do a coffee business. The firm has purchased the plant formerly operated by the Harlem Mills, which is equipped with a No. 5 Burns roaster. The machinery will be reset and a No. 11 grinding mill added.

The American Coffee Co., New Orleans, is planning an enlargement of its tea, coffee and spice packing plant.

The Southern Coffee Mills, New Orleans, recently installed a Burns No. 21 ground coffee mixer.

The Eppens, Smith Company, coffee and tea importer and jobber, has bought the property at 267 to 271 Washington street, New York, which it has occupied for several years. The property was held at a value of \$250,000.

The Bayne Peanut Co., Albany, Ga., is to build a \$125,000 warehouse and plant addition.

A complete two-bag roasting capacity coffee



USE A TRICOLATOR

And Make Better COFFEE

Roasters (now) send TRICOLATORS to complaining customers. They know that the clean, sweet, fresh Paper Filter, the fool-proof Aluminum Top and the China Urn will make their coffee right.

Send for circular and prices on Home or Hotel size TRICOLATORS and Filter Paper.

THE TRICOLATOR CO.

64 E. So. WATER STREET

CHICAGO

MILLER FIBRE CANS AND TUBES FOR



AND WITH QUALITY ARE CROWNED

TO BEST THE REST THEY ARE DESIGNED

MOISTURE PROOF AND PARCHMENT LINED

ORDER TO-DAY

WE SHIP TO-MORROW

MILLER FIBRE PRODUCTS CO.

350 WEST ONTARIO STREET

CHICAGO

PLAIN

DECORATED

TIN CONTAINERS

— for the —

Tea and Coffee Trade

FEDERAL TIN CO., Inc.
BALTIMORE, MD.

SPICE CANS

DRUG SPECIALTIES

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

plant of Burns manufacture has been ordered by the Fargo Mercantile Co., wholesale grocer at Fargo, N. D.

G. & A. Pouget, Cape Haitien, Haiti, coffee exporters, have erected a new coffee preparation building and installed a Burns green coffee separator and other equipment.

The Griffin Grocery Co., McAlester, Okla., with branches in other large cities in the State, has contracted with the National Paper Can Co., Milwaukee, for Napacan sealing machinery, and will put out its leading brands of coffee under the hermetic seal process. This is the second Oklahoma coffee roaster to adopt this package within the past two months.

The Andrus-Schofield Company, Columbus, O., will soon install a four-bag Jubilee coffee roaster, with cooler and stoner.

The Jewell Tea Company directors at the last quarterly meeting passed the $1\frac{3}{4}$ per cent preferred dividend, which heretofore has been paid regularly each quarter since March, 1916.

Adolph Stoecker & Sons, Brooklyn, N. Y., have ordered a coffee roasting outfit, including a Burns revolving cooler, stoner, and operating motor.

Ross-Higgins & Co., Astoria, Ore., and Mason, Ehrman & Co., of Portland, Ore., have merged their business interests.

The Odelsa Mfg. Co., Oklahoma City, has added a Burns No. 1 granulator to its coffee equipment.

B. L. Hupp, Kansas City, formerly secretary of the Loose-Wiles Biscuit Co., recently succeeded J. L. Loose as president of the company.

A new green coffee milling machine was recently shipped by Jabez Burns & Sons, New York, to the Deshler Coffee Co., Deshler, Neb., to replace the machine that was destroyed by a recent fire in the plant.

J. A. Edgar, former secretary and manager of the Frankford Grocery Co., Philadelphia, has been promoted to the presidency to succeed Oliver A. Stout, resigned. Miss Sickles becomes secretary.

A. Schilling & Co., San Francisco, have added a Jubilee four-bag gas-fuel roaster to their equipment.

Gordon-Sewall & Co. and W. B. Chew & Co. both wholesale grocers in Houston, Tex., are consolidated, under the corporate name of Gordon, Sewall & Co., Inc.

The Thompson & Taylor Spice Co., Chicago, has added two more No. 5 Burns coffee grinding machinery.

The Doane Sugar Refining Co., \$500,000 capital, was recently incorporated at Hartford, Conn., Arthur L. Shipman, George H. Day and L. E. Leith, who, it is believed, acted for a group of New York financiers. The plant will, it is thought, be established in Stamford, Conn.

The Berkshire Knitting Mills, Reading, Pa., recently established a company grocery store, is making a feature of coffee freshly roasted by Burns No. 7 half-bag machine.

The General Chemical Co., New York, during the month bought out the Western Chemical Co. of Denver.

Lafer Bros., Detroit, wholesale grocers, have ordered a four-bag Jubilee coffee roaster and complete Burns cooling and stoning apparatus.

R. C. Howe, for twenty-three years general manager of Armour & Company's Omaha interests, has become associated with Paul and I. M. Skinner, as vice-president of the Skinner Manufacturing Companies.

Wm. B. Reilly & Co., New Orleans, are installing six more Burns No. 11 coffee grinding mills.

The Log Cabin Products Co., St. Paul, Minn., has dispensed with its Eastern and Middle Western brokers, and is concentrating its work through its own salesmen.

Charles Thorpe, known in the grocery trade for the last twenty years as an association secretary, business paper editor, trade organizer and worker for the betterment of the grocery business.

COFFEE ROASTING FOR THE TRADE ONLY

No Spice Grinding

COFFEE SEPARATED

No Coffee Sell

JOHN W. HAULENBEEK CO.

(Established for 38 Years)

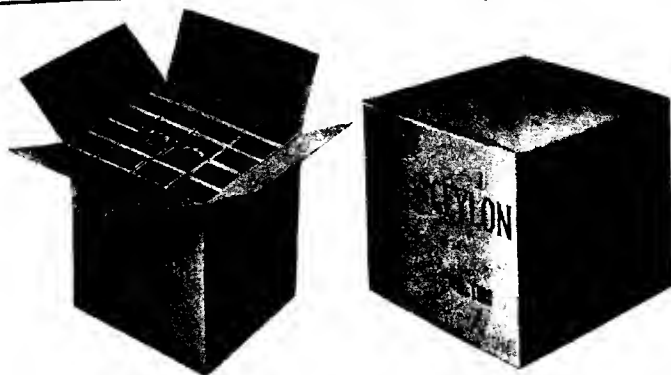
NO ACCOUNT TOO LARGE FOR US TO HANDLE.

WE MAKE A SPECIALTY OF HANDLING OUT OF TOWN ACCOUNTS.

393 GREENWICH STREET

NEW YORK

'Phone Canal 217-218-219



CORRUGATED CONTAINERS

FOR

TEA, COFFEE, COCOA AND SPICES

LET US FIGURE ON YOUR NEXT ORDER.

FOR QUALITY SERVICE AND PRICE WRITE

STAR CORRUGATED BOX CO., Inc.

172 SOUTH STREET

NEW YORK CITY

General Can Company

Sixteenth & Canal Sts.

Chicago, Ill.

Tin and Fibre Cans

Coffee Cans a Specialty

SEALRIGHT = CHARACTER

THE FINEST TYPE OF PAPER CAN FOR HIGHCLASS PRODUCTS

BUILT ON MERIT TO PACK PRODUCTS OF MERIT

THE SEALRIGHT GIVES DISTINCTION

SEALRIGHT COMPANY, Inc.

MAIN OFFICE & FACTORY

FULTON, N. Y.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

in general, died December 11 at his home in New York City, 59 years old. Born in England, he came to the United States about twenty years ago, and early became associated with the "Retail Grocers Advocate" of New York, of which he was editor up to 1918, when he resigned because of poor health. He was long State secretary of the New York State Retailers.

George D. Emerson, founder of the George D. Emerson Grocery Company, Boston, died December 4, aged 64 years.

The H. Jevne Company has sold its widely-known "grocery palace," in Los Angeles, to the Owl Drug Company, and will open a new retail store in another part of the city.

Seuchi Ishii, a member of the Fuji Company, the well-known Japanese tea firm, spent the Christmas holidays in San Francisco, preparatory to sailing back to Japan.

COFFEE ROASTING PLANT FOR SALE

Now in operation. Five Burns Roasters, Separator, Milling Machine, Hoppers, Ten Bag Mixers, Coffee Mills; all machines run by separate motors.

On the market because building is being sold. Two floors containing plant can be rented at reasonable figure.

Address Box 492, care of THE TEA AND COFFEE TRADE JOURNAL.

HUNT & CO.

The Oldest Japan Tea Exporting House
in the Orient

JAPAN TEA :: CHINA TEA

90-96 Wall St., New York

CHICAGO MONTREAL
222 N. Wabash Ave. 3 St. Nicholas St.

Agencies in Important Cities

REEVE & VAN RIPER

WAREHOUSEMEN

COFFEE Milling, Cleaning, Hulling,
Separating and Picking

Packers of Teas in all styles. Lead
Storage and Weighing packages a specialty

46-48 WATER ST.

NEW YORK



The Puritan

Chinaware
is the best
premium
because it
appeals
irresistibly
to the
housewife

The Limoges China Co.
Sebring, Ohio

Recent Porto Rico Experiments

proved that eight-year-old trees, which yielded 205 pounds of hulled coffee to an acre, increased their yield to 402½ pounds after an application of

Nitrate of Soda

Valuing the coffee at 15 cents a pound in Porto Rico, the use of Acid Phosphate and Nitrate of Soda made each acre's yield worth \$30 more than without Nitrate.

Write for free books on coffee growing

Dr. William S. Myers,

Chilean Nitrate Committee

25 Madison Ave.

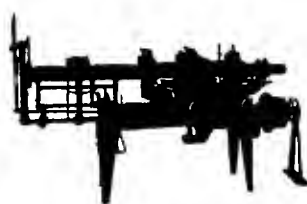
New York

The Scientific knowledge required to make good cans on a "LANGSTON" unit is embodied in the machinery. You can do the rest.



Let us show
you how to
make your can
It's worth while

WRITE



Samuel M. Langston Co., Camden, N.J., U.S.A.

LEMON PIE FILLING

In 16 oz. Cans

YOUR BRAND OR OURS

FLAVORED WITH JUICE OF LEMONS

NO ARTIFICIAL FLAVORING

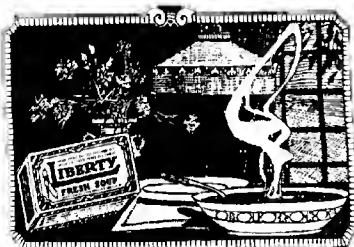
BEST QUALITY MADE

Send for Sample

LOWEST PRICE

ARCADIA FOOD CO.

174 Hudson St., N. Y. C.



LIBERTY (compressed) Fresh Soup is winning instant success with the retail tea and coffee merchants. Among the purchasers at the St. Louis Convention were:

G. B. Schorn, President, Jamaica, N.Y.; W. M. Bartlett, Jr., V. P., Bartlett T. & C. Co., Indianapolis; W. H. Brower, V. P., Brower Coffee Co., Passaic, N.J.; A. J. Benner, director, Benner Tea Co., Burlington, Ia.; P. C. Monday, director, P. C. Monday Tea Co., Milwaukee, Wis.; Geo. F. Hellick, director, Geo. F. Hellick Tea Co., Easton, Pa.; C. A. Smith, former president, Great Eastern Tea Co., St. Louis.

You can safely follow their lead

St. Louis Food Products Co., St. Louis, Mo.

Federal Products

Produce Profitable Dollars



FEDERAL PURE FOOD CO., Chicago

Originators of Cero Butter, Coconut Creme Custard, Cent a Glass, JEL'A JAM.
Makers and Packers of Baking Powder, Soda, Cocoa, Lemon Pie Filler, Chocolats Dessert.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise, how to obtain the maximum efficiency in the grocery business.

COFFEE HINTS FOR GROCERS

Winning the Customer's Good Will by Teaching New Ways to Serve the Great American Drink

EXPERIENCE has shown that a grocer can win good will for his store if he will teach his customers new ways to prepare foods and beverages. This is particularly true of coffee, because few housewives know more than one way in which to use it. The following recipes, prepared by Mrs. Ida C. B. Allen for the Joint Coffee Trade Publicity Committee, can be passed on by grocers to their customers by circular, postcard, newspaper advertisements, window cards and displays or other suitable publicity means:

Brown sugar flavored with strong coffee and cooked with a pinch of cream of tartar makes a delicious fondant which every home candy-maker should know about during the white sugar shortage.

COFFEE FONDANT

- ¾ cupful very strong, hot coffee,
- 2½ cupfuls brown sugar,
- ⅛ teaspoonful cream of tartar.

Combine the three ingredients in a very smooth, clean saucepan and stir over a slow heat until they are dissolved, heat gradually to boiling point and boil without stirring until, when tried in cold water, a little of the mixture will keep its shape in the form of a soft ball. With a candy thermometer, the temperature will be 238 degrees F. Pour the fondant onto a slightly buttered, large platter, let it stand for a few minutes to cool, until, when pressed with the finger, a dent is left on the surface and yet there is no crust. When this occurs, scrape the fondant together and work it with a wooden spoon, or smooth stick, until it is creamy in color and texture. When it becomes creamy, begin to knead it, and knead it until it is formed into a smooth ball. Put it into a bowl, cover it with a damp cloth and let it stand a day before using.

If desired, this fondant may be flavored in different ways, and the best time to add the flavoring is just before it is kneaded. A few drops of vanilla may be put in one portion, a drop each of clove and cinnamon extract in another portion, and a little maple flavoring in another. The fondant is then ready to use in any way desired.

WAYS TO USE COFFEE FONDANT

Shape the fondant into small round balls, let them stand a few hours in a cool place, and then dip them in chocolate. To do this, cut the chocolate in small pieces, using preferably confectioners' dipping chocolate, which may be purchased at a caterer's. Put it in a double boiler, let it stand over hot water until melted, then beat it frequently until cooled and it is of the consistency of molasses. Dip in the centers, with a hat pin, let them drain a moment and then transfer them to oiled paper, to become firm.

COFFEE FONDANT SLICES

Flavor one-half the recipe for Coffee Fondant with vanilla, and work it into a roll about as wide in diameter as a half dollar. Let this stand a few hours, dip it in chocolate, roll in finely chopped walnuts, and when firm, cut it with a sharp knife in slices a fourth-inch thick.

COFFEE BONBONS

Shape the centers as directed in Ways to Use Coffee Fondant, and dip them, after standing a few hours, in plain or Raspberry Fondant, melted to the consistency of very thick cream.

COFFEE MAPLE CHOCOLATES

Combine equal parts of coffee fondant with soft grated maple sugar. Shape into small balls and dip into chocolate, as previously directed, or merely roll in finely chopped, toasted almonds or Brazil nuts.

QUICK COFFEE FONDANT

- 1 tablespoonful butter,
- 2 tablespoonfuls very strong coffee,
- 1 tablespoonful cream or undiluted evaporated milk,
- ½ teaspoonful vanilla extract,
- Soft brown sugar to knead (from 2½ to 3 cupfuls).

Cream the butter in a rather deep, medium-sized bowl, and with a wooden spoon work in a little of the sugar. Then gradually add the coffee and evaporated milk, mixed with the vanilla, alternately with sufficient sugar to make the mixture stiff enough to knead. Knead well, cover with a damp cloth and let stand for a little while. Then use in any recipe calling for coffee fondant.

COFFEE MARSHMALLOW FUDGE

- ½ cupful very strong coffee,
- 2 cupfuls light brown sugar,
- ¾ tablespoonful butter or good margarine.



"Quick Turnover," the Grocer's Friend

The grocer's profit is in "quick turnover." Goods in fancy packages with gilt labels are pretty shelf ornaments, but if they don't move there is no money in them.

Shredded Wheat

does not stick to the shelves. We move it by promotion work of a far-reaching character. The manufacture of Shredded Wheat is now relieved of all war restrictions. We are resuming advertising on an extensive scale. You can now supply the normal demand for this product. It is a real whole wheat food—clean, pure, wholesome, nutritious—the same Shredded Wheat you have always sold.

The Shredded Wheat Company, Niagara Falls, N. Y.

$\frac{1}{2}$ teaspoonful vanilla,
 $\frac{1}{4}$ teaspoonful cream of tartar,
 A few grains of salt,
 $\frac{1}{4}$ cupful fresh marshmallows, cut in quarters.

Combine the sugar, cream of tartar, salt, butter and coffee in a medium-sized saucepan and cook without stirring over moderate heat until a soft ball is formed when a little is tried in cold water. A candy thermometer will register 238 degrees F. Cool slightly but do not let a crust form. Then add the marshmallows and vanilla, beat until creamy and pour into a buttered pan to cool, making a mixture about a half-inch deep. Before it is entirely cold cut it into squares. Chopped nut-meats may be substituted for the marshmallows if desired.

COFFEE COCOANUT PRALINES

Observe the proportions and directions for making Coffee Marshmallow Fudge, but omit the marshmallows. Just before removing the mixture from the heat add a cupful of shredded cocoanut. When tepid beat the mixture until creamy and drop it by tablespoonfuls onto oiled paper, for pralines are always large.

COFFEE NUT PRALINES

Make according to the directions for Coffee Cocoanut Pralines, substituting a cupful of chopped walnut meats of the cocoanut.

CREAMY COFFEE DROPS

$\frac{1}{2}$ cupful very strong coffee,
 2 cupfuls light brown sugar,
 $\frac{1}{4}$ teaspoonful cream of tartar,
 A choice of vanilla, cinnamon and clove, or maple flavoring.

Combine all the ingredients, except the flavoring, in a medium-sized saucepan; stir over a slow heat until dissolved, then do not stir any further, but cook until a soft ball is formed when a little of the mixture is tried in cold water—that is, 238 degrees F. by the candy thermometer. Cool until lukewarm, flavor, beat until creamy, transfer to a small pitcher and drop onto oiled paper, in amounts large enough to form candies of the shape of an ordinary cream peppermint.

COFFEE CHOCOLATE CARAMELS

$\frac{1}{2}$ cupful very strong coffee,
 $\frac{1}{2}$ cupful rich milk,
 $\frac{1}{2}$ cupful molasses,
 3 cupfuls brown sugar,
 3 squares (oz.) chocolate,
 7 tablespoonfuls butter or half butter and half very good margarine,
 $\frac{1}{2}$ teaspoonful vanilla,
 1 cupful coarsely chopped walnut or hickory nut-meats, pecans or toasted, chopped Brazil nuts.

Combine all the ingredients, except the nut-meats and vanilla, and boil them slowly until, when a little is tried in cold water, a ball of caramel texture is formed,—248 degrees F. by the candy thermometer. Flavor, stir in the nuts, beat a moment, then pour into a good-sized bread pan, which has been lined with wax paper. The mixture should be an inch deep. When half cold cut in squares. Then transfer in the sheet to a bread board, cut and wrap each one separately in waxed paper before packing.

THE MODEL GROCER

Some Things by Which the Successful Merchant is Distinguished Above His Fellows

By DR. FRANK CRANE
New York

OUR grocer knows his business. He knows the best part of his business, which is cultivating the friendship of his customers.

His store is as neat as a pin. There is no dirt on the floor. His shelves are attractively arranged. He keeps the place looking like an exhibit at all the time.

His clerks do not wear dirty aprons. They are all polite. He had a grouchy face once, but fired the second day.

When you come into the store somebody always greets you. If all the clerks are busy, one of them will excuse himself for a moment to his customers, speak to you and ask you to pardon the delay, to look around and see if you fancy anything, and you will be waited on as soon as possible. You are not ignored and made to feel you have intruded somewhere you are not wanted.

When a clerk writes down your order it is duplicated, and you are asked to look over the duplicate and verify it.

If the eggs are not above reproach, if the butter is not sweet, if anything he sends you is unsatisfactory, he is glad to have you return it. He rather loses a sale than a customer.

While he is accommodating in his dealings, he is strict about payments.

On his monthly statements is a printed saying: "This is a grocery store. It is not a bank. We would like to do anything to please you except lend you money. To extend your credit a month is the same thing as lending you money. Don't ask us. Bills are payable monthly, and not paid by the 10th credit will be discontinued."

He does not care for customers who are not ready to pay.

He has a special telephone where a special clerk looks after regular customers. For instance, if a customer will call up Mrs. Jones and say:

"How did you like that cheese we sent you yesterday? Yes? We are anxious to get reports from our customers on that cheese. Thank you. Please let me know that you like it. We have some extra-fine milk this morning. Shall we send you half a dozen?"

And so on.

This is plain jolly. But it pays.

He keeps right after us. Every week he sends us a little leaflet list of specialties and bargains.

He impresses his delivery clerk with the

PROFIT & LOSS 1920 WITHOUT A "SHERER"		PROFIT & LOSS 1920 WITH A "SHERER"	
ITEMS	AMOUNT	ITEMS	AMOUNT
Profit on sales lost through lack of display	\$92.50	Profit on sales made through display in a "SHERER"	\$92.50
Excessive expensiveness	75.00	Expenditure decreased	75.00
Time lost putting up orders	46.00	Time saved putting up orders	46.00
Possible profit on bulk goods which are sold on a package	29.12	Profit made by sale of bulk instead of package goods	29.12
	\$692.50		\$692.50

Before you

"Turn over that new Leaf," Mr. Grocer, Look at the Ledger—then Read what we say—it will Pay!

Your ledger shows you a 1919 profit—Mr. Grocer?

"Yes"—you will say.

Wish it were larger—Mr. Grocer?

"Of course!" you reply.

Then let us show you \$692.50 of 1919 profits you overlooked—lost—which you could have had to your credit in the bank at this moment—as easily as not!

But you will never bank those lost profits—Mr. Grocer—unless you know where they are.

We know where they are! We have told other grocers—and will tell you—if you'll let us.

In the first place—the above ledger items—aggregating \$692.50—are not exaggerated

figures—they're actual figures. They represent some grocers' additional profits—and your actual losses. For they are the actual results of actual sales in an actual grocery store doing an annual \$25,000 business.

We would like to have an opportunity of proving to you that if you are doing a business of \$25,000 a year that you are losing \$692.50 of profit which you might make if you had a 16-foot Sherer Sanitary Food Container.

Start the New Year right, Mr. Grocer, by signing the coupon below and getting our proof—without obligation. You'll not regret it. Do it before you turn over the page. It will pay!

SHERER-GILLETT COMPANY

Patentees and Manufacturers of the

Sherer Sanitary Grocery Display Counter

17th and Clark Streets

CHICAGO



PATENTED

The Up-to-date Sherer Food Container

The Sherer-Gillett Company
17th and Clark Sts., Chicago, Ill., Dept. 37.

Gentlemen:—I want to be shown (without obligation) how you can save me \$692.50 of profit a year!

Individual Name

Firm or Co.

Street

City State

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

And there is but one price. No haggling. Take it or leave it.

When any one of his clerks promises to deliver your order by 10 A. M. the goods are at your house at 10 A. M. If not, you are telephoned and an apology is offered.

Our grocer realizes the importance of being dependable.

He keeps his word.

He tells the truth.

He is punctual, prompt, clean and agreeable.

COFFEE DEALERS' SALES AIDS

How One Coffee Mill Manufacturer Helps His Customers Build and Hold Business

TWO booklets recently issued by the Hobart Manufacturing Company, Troy, Ohio, constitute a good example of constructive dealer service. They illustrate how a manufacturer can advertise his own product and at the same time help his customers to a bigger and better business.

These booklets are distinctive because they give the dealer numerous sample consumer coffee advertisements. They also teach the fundamentals of a successful retail coffee business, and give much A B C information about coffee that every grocer ought to know.

The booklets are printed in red and black, and are profusely illustrated. One booklet is devoted to telling the dealers how to build and hold a retail coffee business. In the introductory it is stated, "We believe the average retailer of coffee is not so much interested in how, where and what varieties of coffee are grown as he is in how he shall go about selling coffee in good volume and at a fair profit. Therefore these suggestions have to do with the commercial rather than the technical side of coffee."

Some of the subjects treated upon are "The Tea and Coffee Store and Premiums," "The Four Prime Factors in the Successful Merchandising of Coffee," "Attitude of the Merchant to His Coffee Business," "Definite Policies Regarding Assortment of Grades or Brands to Carry," "Selection of Reliable Sources of Supply," "Modern, Aggressive and Effective Methods," "What is Steel-Cut Coffee?" and "Something About the Grinding and Brewing of Coffee."

The forepart of the second booklet is made up of sample advertisements, which can be used either as a basis for posters, placards, dodgers, circulars, hand bills, newspaper advertising, or for talks to customers. One of the advertise-

ments is reproduced herewith. The balance of the booklet is given over to suggestions on how to talk the Hobart electric mill to customers, the advantages of fresh and properly ground coffee, sample circular letters to be sent to customers and coffee-making methods. While describing the four general methods, the booklet lays particular stress upon the filtration process.

Under the head of "Good Things to Remember" these points are brought home to the dealer:

That giving the proper grind is as important as giving the proper quality.

The different methods of making coffee.

FOUR THINGS NECESSARY TO MAKE GOOD COFFEE

PROPER {
1. Grinding
2. Quality
3. Blending
4. Making

We Guarantee the First Three at the
PROPER PRICE

You Are Only Responsible for the **LAST ONE**

Hobart & Hobart
"CONSCIENCE" Coffee

A SAMPLE RETAIL COFFEE ADVERTISEMENT

That the coffee department is the most important one in your store.

That people's likes and dislikes are more emphatic in coffee than anything else.

That coffee is the most profitable article you sell.

That it is more profitable to sell coffee in bulk than in cans.

That coffee ground in cans is usually furnished in one grade only, and that can't possibly please everybody.

That coffee ground ahead in cans becomes stale and unfit for use.

That the sale of stale coffee will lose customer every time.

That it is poor policy to make the sale of pound of stale coffee and lose a customer.

That coffee is constructed of fibrous tissues at tiny cells, the packages in which the whole bulk of the coffee is stored—the aromatic oils.

That the finer coffee is ground the more the



SAUER'S

PURE FLAVORING EXTRACTS

If you want the finest
flavors — use SAUER'S

Because—

SAUER uses only the purest ingredients. SAUER exercises the utmost care throughout the process of manufacture. SAUER properly ages both raw materials and finished product before putting on the market. SAUER'S is one of the most completely equipped, modern and sunny plants of any food product manufacturer in the United States.



32 FLAVORS and SAUER'S OLD VIRGINIA FRUITTI-PUNCH

THE NEW TEMPERANCE BEVERAGE AND ALL-ROUND FLAVOR. A REFRESHING DRINK WHEN PROPERLY MIXED WITH SUGAR AND WATER. DELIGHTFUL IN FRUIT PUNCH, MILK AND EGG COMBINATIONS, SHERBETS, ICES, ICECREAM, PUDDINGS, CAKES—IN FACT IN ANY DESSERT. IT IS THE ONE FLAVOR THAT CAN BE USED FOR ALL PURPOSES. A 35¢ BOTTLE MAKES 40 GLASSES OF DELICIOUS PUNCH.

QUALITY HAS MADE SAUER'S THE
LARGEST SELLING BRAND IN THE U.S.
QUALITY HAS WON FOR SAUER'S
SEVENTEEN HIGHEST AWARDS FOR
PURITY, STRENGTH AND FINE FLAVOR

(OFFERED IN 12 DIFFERENT SIZES TO MEET THE NEEDS OF EVERYONE. FOR SALE BY ALL GOOD GROCERIES)

THE C.F. SAUER COMPANY, RICHMOND, VA.
ESTABLISHED 1857

oughly the cells are opened—the more readily the aromatic oils are yielded to the brew.

That the finer the grind the better the coffee and the less you have to use.

That coarse ground coffee is unopened coffee. Coffee thrown away.

Boil the water and not the coffee.

That coffee properly prepared and correctly made is a healthful drink. •

That coffee is cooked when roasted. That brewing is not cooking, but is the extraction of already cooked oils from the containing shell.

That overcooking coffee by any method produces "coffee tannin," which is objectionable if not injurious.

That customers' complaints on coffee are nearly always due to improper grinding, or to their own poor method of making, rather than quality of the coffee.

That practically every customer who comes into the store uses a pound of coffee each week. If you are not selling it someone else is.

That you are just as good a coffee salesman as anyone, when you really try to sell coffee.

That "head hustling" is better than "hoof hustling" any time.

THE REMEDY FOR FAILURE

If everything does not go just right with you, do not become discouraged. Hard work with patience will help to push you along. If things are not breaking as you think they should, ask yourself this question: "Is it my fault?" If it is, apply the remedy.

HOW TO TEST TEA

A Lesson Given British Grocery Apprentices by the Institute of Certified Grocers

BEFORE a grocery clerk in England can get one of the prized certificates of the Institute of Certified Grocers, which shows the owner is a capable salesman, he must pass an examination designed to test his knowledge of the various goods he handles. The Institute strives in this way to raise the standard of clerk service, and its bulletin frequently prints lessons on phases of the business. Here is one on "How to Liquor Tea," by C. L. T. Beeching:

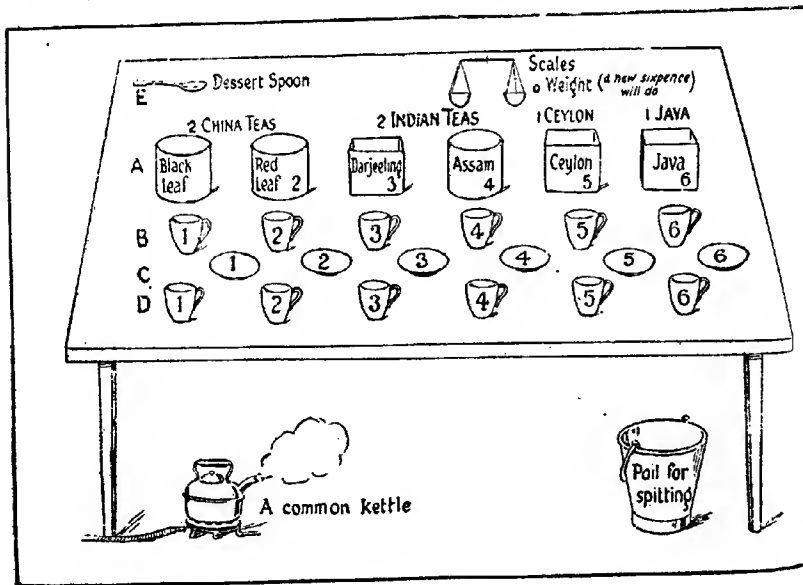
APPARATUS

A deal table; an ordinary kettle; gas-ring or fire; a pail for spitting; A, tins with samples of teas; B and D, ordinary tea-cups in duplicate; C, one set of saucers; small scales (a pair of letter scales will do); a new sixpence* for weight; or two dessert spoons (all these things can be found in any kitchen).

METHOD

Set out your table as above, and put your kettle on to boil with fresh water. Weigh out the exact weight of a sixpence of tea into each cup of the row D, 1 into 1, 2 into 2, and so on. When your water **BOILS** (you will know this when the steam

* American tea testers use a U. S. half dime.



A SIMPLE BUT PRACTICAL OUTFIT FOR TESTING TEA

An up-to-date National Cash Register gives a merchant control of his business



IT forces each clerk, or the merchant himself, to make a record of every sale he handles. The record must be complete before change can be made or the transaction finished.



The record of each transaction is brought to the attention of the customer in two ways. By the electrically lighted figures at the top of the register and by the printed receipt which she receives.



The record is also printed and added automatically at the time the transaction takes place. These accurate records are the foundation of good storekeeping.

A merchant must have such records to control his business and to make up his income tax report. An up-to-date National Cash Register gives them to him cheaply, accurately, and quickly.

The National Cash Register Company, Dayton, Ohio
Offices in all the principal cities of the world

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rushes out of the spout—stewed water is useless, as also merely warm water); quickly fill up your D row of cups to within a half-inch of the rim, all equally and evenly.

Then cover each cup of liquored tea with the saucer placed ready.

Time the infusing with your watch; 6 minutes.

Then with the cup in the right hand and saucer in the left, strain off the liquor into the cups in row B (1 into 1, 2 into 2, 3 into 3, etc.), keeping back the leaves with the edge of the saucer as well as you can.

Bring forward each cup in row B, now containing the liquor only, into the front row; and turn out the leaves from the other cup on to the saucer, placing it on top of the first cup and behind the cup with liquor.

You are now in a position to study—

A, the dry leaf; B, the infused leaf; C, the liquor, in close conjunction with each other and with the other teas.

WHAT TO LOOK FOR

Use your sense of (a) sight, (h) taste, and (c) smell.

(a) Note the difference in appearance of liquor, especially between the China and Indian, and the China and Java teas (for example).

Note the appearance of the infused leaf as well as that of the dry leaf. The infused leaf should be bright and almost "old gold" in color for a good tea.

(b) Taste the tea by sipping up a dessert spoonful, letting it rest on the tongue for a second and then spitting it out (don't swallow it). Note: the difference between, first, China and Indian flavor; then the fruity flavor of the Darjeeling, the pungency of the Assam and Java, the delicacy of the Ceylon. Taste with a clean palate; you can clean it, after smoking, by a bite or two of an apple or a slice of lemon.

(c) Smell the liquor and infused leaf in conjunction with the taste—the aroma will help you to appreciate the flavor.

This "first lesson" is meant to show you how to liquor teas and bring them, so to speak, into court for trial and judgment. You will have to liquor a good many teas before you are a judge, but all things must have a beginning. Each step of the above is important and designed to give each tea an equal chance, "a fair field and no favor."

You cannot know tea without studying it in this way.

Courteous, painstaking clerks help to make a store grow. Upon the money-making growth of the store depends your growth.

TRADE GETTERS

A Series of Business Winning Plans That Have Been Tried and Found Successful in Different Parts of the Country

By FRANK FARRINGTON
Delhi, N. Y.

THESE business-getting plans are the result of ripe experience in the retail distributing field. They have been tried out with signal success in different parts of the country, and the writer believes they will be of benefit to readers.

WINDOW DISPLAY CONTEST

In order to interest the women of the community in the store, particularly at holiday time a good plan is to allow each one of the club organizations of the town to dress up a window awarding a prize to that organization which the estimation of a board of competent and unbiased judges, develops the most attractive play. There may be several prizes, and in order to be of the greatest value to the contest they should be of cash. Ten, five and three dollars will usually prove sufficient. Of course, the display should be marked with a card to show who arranged it and for what organization. The result of this plan is certain to be that every interested in any of the organizations will make it a point to see every display, and you will see that attractive goods and salable goods shown in the way to draw the largest number possible buyers. The distribution of the line goods, choice of what line each organization should use, should be by lot and with an effort to give each something good to work with. You do not want the contest to end with the feeling that favoritism has been shown to anyone.

DUPLICATE NUMBER SALE

This is handled by distributing a large number of circulars through the community; each bearing in large figures a number of several numbers. Accompanying this is the offer that if the person holding the circular will take it to your store,



Empire Hardware Company

Grocers' Butchers' STORE FURNISHINGS Bakers' Restaurants

SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.

ELECTRIC COFFEE MILLS

272-274 West Broadway New York City

Write for complete Catalogue



Domino Golden Syrup

fills an appreciated place in your customers' daily menu. It has so many uses—as a table syrup over griddle cakes, waffles and fried mush, and in the kitchen for candies, cookies, baked beans, muffins, puddings and sauces.

Domino Golden Syrup means quality to the housewife because she is familiar with Domino Package Sugars. It is a product of pure cane sugar, and of pleasing consistency.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered Confectioners, Brown, Golden Syrup.



The Secret of Good Cooking

Colburn's Spices are the "secret of good cooking"; their skillful use saves dollars in the kitchen.

When you offer your customers Colburn's Spices they know that you sell the best. Through years of experience they have come to appreciate that Colburn's Spices are the Supreme Seasoning.

THE A. COLBURN COMPANY
PHILADELPHIA ESTABLISHED 1857

Colburn's Spices

Red Label Brand

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will find somewhere in the store a display of goods bearing a number duplicating the one on the circular, these goods to be sold at a very special rate to persons having circulars with duplicate numbers on them. It may be advertised that these special rates vary from a 25 per cent discount on some articles to the giving free of others. Of course, the numbers calling for free goods or costly discounts should be very few and well scattered. The advantage of this plan lies in the fact that it brings people to the store and causes them to look around. Plenty of people who do not want to admit that they have come to see what the number will do for them in saving money will come and buy something to excuse their coming, and then, with the number in their pocket, wander around the store looking for those special bargains. No matter how or why they take up the matter the result will be more sales and more visitors to the store.

INDIVIDUALITY OF STORE FRONT

Merely having a plate glass front of neat and clean and substantial appearance is not enough to make people regard your store as a distinctive place. One plain plate glass front in a row of a dozen just about alike, with no distinguishing individuality, will not create special interest.

But if you will give your store a real individuality you can make everyone who passes look away. Then you will have made your store displays worth more to you. Take up the matter with a house making a business of building distinctive store fronts. Don't leave it to the carpenter. Decide whether your front is to be rendered most suitable by the use of a corner entrance, a bowed-out window, or a recessed arrangement. Perhaps you can make it more impressive by using flowers or shrubs on the windows or on the cornice. Make it distinctive anyway.

ODD CENTS' REBATE

This is an offer to rebate to every customer paying spot cash the odd cents of the purchase price when the purchase amounts to 50 cents or more. Thus, if the purchase were 58 cents, the customer would receive back the 8 cents. The price would in this way revert to the even number, if amounting to half a dollar or more. There may be a few people to take an unfair advantage of the offer, adding a 5- or an 8-cent item to their purchase to get the rebate, but on the whole there will be no net loss through this, and the loss will be more than offset by the added business gained.

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

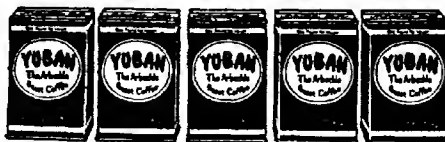
ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK

PITTSBURG

CHICAGO





**"The
Survival
of the
Fittest"**

*"The Brand That Brews
the Best"*

In no field of endeavor is the old maxim more directly applicable than to that of mercantile striving. For nearly threescore years, through fair weather and foul, merchants have pinned their faith to SEAL BRAND COFFEE, and have successfully weathered every storm. It is to-day what it was a half century or more ago—THE LEADING FINE COFFEE OF THE COUNTRY.

**CHASE & SANBORN'S
Seal Brand Coffee**

BOSTON CHICAGO MONTREAL

**A UNIQUE
COCOA PACKAGE**

There is a cocoa package that will find immediate favor with the American housewife. Its serviceability and general attractiveness assure a ready demand.



**OPLER
BROTHERS
COCOA**

is put up in glass containers — preserving jars and tumblers, modern packages that will build your cocoa sales. Superior quality will bring you repeat orders.

PRIVATE LABEL COCOA

All types of containers. All our cocoa packed by modern machinery under sanitary conditions.

**OPLER BROTHERS
Inc.**

12 Greenwich St. NEW YORK



**PRICE'S
VANILLA**

THERE'S no use in the world for us to tell you you'll make a fortune selling flavoring extracts—but we do say it will pay you to carry Price's Vanilla!

There is a good margin of profit selling Price's.

With Price's you are carrying an extract of absolute purity, rich, mellow flavor and just right strength, neither too mild nor too strong.

Women know and specify "Price's." It is backed up by an extensive advertising campaign in all the leading women's magazines. Through this advertising, new customers are constantly being made for you.

If you have not already stocked Price's Vanilla, write us for particulars and send us the name of your jobber.



PRICE FLAVORING EXTRACT CO.

In Business 67 Years

Chicago, U. S. A.

EVERY TENTH SALE

This is a plan for refunding the money of every tenth customer on a certain day advertised in advance. If in your case it is too much to make it every tenth customer, make it every twentieth. If the store is a small one, with the possibility of somebody hanging around and counting noses in order to make a purchase when it comes time for the free customer, this can be obviated by keeping a record in secret and mailing a rebate check afterward to the lucky customers. In order that the public may not feel that this is a plan to enable you to pick out the customers making the small purchases, its object should be explained, and it may even be possible to secure the services of some independent business man to stay in the store that day and check the customer count in order to guarantee your good faith.

Do not assume an "I-know-it-all" attitude. Give the customer credit for knowing something also. Customers come into the store with a more or less firm idea as to what they want. To have a clerk ruthlessly set aside their ideas is not good business. Changing the customer's mind requires tact. At the right time display your knowledge, and the customer, as a rule, will fall in line with your suggestions.

GINGER SALES TALKS

Wholesome Advice and Practical Suggestions for Grocery Salesmen from "One Who Knows"

By WESLEY WILLIAMS
Philadelphia

IN these talks tea, coffee and grocery salesmen will find inspiration, encouragement and assistance in doing bigger things, in a better way.

Just what effect has exhibition of courtesy the part of a clerk on the customer? A case point may serve to illustrate this. A certain hotel is noted for good rooms, good food, fair prices but is also noted for the discourtesy of its clerks. Travelers who have suffered from these discourtesies are advertising the fact far and wide that some day this big hotel will awaken to the fact that its discourteous clerks have nullified the big advertising that it uses and that a liability has been piled up.

In discussing this matter recently a party of gentlemen unanimously decided that they would rather take inferior accommodations that were coupled up with pleasant courtesy rather than submit to insolent discourtesy.

I have my old job back, saving Mrs. Housewife all the trouble of making her coffee. I serve her instantly.



I am not Denaturized, De-cafeinized nor de-anythinged. Oh! yes, I am DE-LICIOUS. I hope you will keep me well at the Front where I can be welcomed. I saw the trenches at their worst, and I am glad to be home.

THE SILENT PARTNER "UNIVERSAL" ELECTRIC COMBINATION MILL



UNIVERSAL

A **Universal** is a flaming badge of push and service. It bids strong for business. It makes for paying, staying trade. It stamps your shop with a sign of modern methods. It marks your desire and ability to serve the best goods in the quickest, cleanest manner.

No. E9031. Each \$250.00

Hopper Capacity 5lbs. per minute
Chopping Capacity 300 lbs. per hr.
Counter Space 37 x 14½ Inches

Write Dept. No. 100 for complete data.

LANDERS, FRARY & CLARK
NEW BRITAIN CONNECTICUT

The Quality

IN

granulated, cubes, confectioners
and soft sugars.

The sugar which makes
satisfied customers

WARNER SUGAR REFINING CO.

Office: 78 Wall St., N. Y. C. Refinery: Edgewater, N. J.

Warner's PURE CANE SUGAR

Warner's

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

It is easy to get discouraged. No one is free from a fit of the blues at times. The antidote for a fit of the blues is to pitch into work harder than ever. Work is a panacea for most of the ills of life. Worry kills more people than hard work.

Never criticise the "boss." Of course he has his faults. He knows them, probably, as well as you do. I think that the clerk who criticises the boss to other employes or to outsiders is a disloyal member of the business family. You will always find something to commend. Make commendation your habit. It is a good habit to form, and it will grow.

Do not expect success to come over night. The ladder of success is a hard one to climb. Most of the struggling is on the lower rounds. The higher you climb the more room you will find.

Success comes from doing little things well. Once get into the habit of living the right attention to the small things that may seem insignificant, you will find that you will learn to give all things careful and painstaking attention.

Never make a promise to a customer that you do not intend to keep; or, rather, if you do make one, keep it. Broken promises have lost many a customer.

Never try to force goods on a buyer. Sales in this fashion are not the sort that bring the customer back. Sometimes the goods thus sold come back.

Do not be reluctant to show goods. Nothing annoys a customer more than to be compelled to coax the clerk to show goods in variety. You easily discern when the customer has sufficient variety to choose from.

Avoid a controversy with a customer. Remember if they do trample on your dignity. You get over that quickly. In the heat of an argument you are very apt to say something that you regret and may cause the loss of a customer.

Cultivate friendliness with your customers. Show them that you take a personal interest in their welfare and in their needs.

If you make a blunder do not wait for the customer to complain. Make your explanation at once.

Denison Coffee Company

IMPORTERS and ROASTERS

341-343 River St. CHICAGO



When your customers want a pure syrup for table use, *sell* them

FRANKLIN GOLDEN SYRUP

because you can be sure its taste, color, and smoothness will please them, and when you do that you protect yourself.

A pure Cane Sugar Product,
made by the refiners of

Franklin Package Sugars

In Four Sizes

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown,
Golden Syrup



KNOWN HIGH QUALITY

The reputation of

**Baker's Cocoa
and Chocolate**10 U. S.
AT. OFF.

preparations for
flavor, purity and
excellence is such
that they are the
favorites with
consumers and
are easily sold.

WALTER BAKER & CO., Ltd.
Established 1780 **Dorchester, Mass.**

BIG SECRET FOUND

the result—flavoring extracts that
satisfaction to consumer, business for
over. Virginia Dare Pure Flavoring
ts are so good you'll say they're as
ove comparison with ordinary ex-
is a racing auto to a one-horse shay.

**VIRGINIA DARE
EXTRACTS**

Vanilla 150% strength
Other Flavors double strength
one of them, and every
ans a bigger, every-grow-
e of everything women
preparing table joys.
em yourself. Ask your

satisfaction guaranteed. Money
on slightest complaint.

ett & Co., Inc.
Established 1835
Terminal—Bldgs. 9 and 10,
Brooklyn, N. Y.

**CHATILLON
SCALES****Cut Out
Weighing Loss**

by using dependable scales of
a dependable make. There is
no better scale made than the

**CHATILLON
TRIP SCALE**

Equipped with a tare beam for
weighing in the containers, it is a
handsome scale, finished in red
enamel and decorated. Illustration
shows scale with seamless scoop
and iron plate.

Especially suitable for weighing
such commodities as coffee and
tea.

The Chatillon Trip Scale is not
a new device. It represents the
result of eighty-five years of scale
experience on the part of the
makers.

Make sure you are not losing
money with an inaccurate scale.
Get a Chatillon.

Complete information upon re-
quest.

Want Advertisements

Classified want advertisements under regular heading \$3 for twenty-five words or less. Additional words four cents each. Payable cash with order.

Help Wanted

COFFEE SALESMAN—We have an opening for an experienced salesman. Excellent opportunity to connect with a well-known New York house. State qualifications fully. Address Box 490, care of THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Sales manager and assistant to partners by long-established, active New York City coffee and tea firm; highest references required. Address Box 491, care of THE TEA AND COFFEE TRADE JOURNAL.

Situations Wanted

WANTED—Position with live firm as tea and coffee blender and manager of coffee roasting plant. Eighteen years' experience and with only two firms. Can give best references. Address Box 489, care of THE TEA AND COFFEE TRADE JOURNAL.

Miscellaneous

FOR SALE—One 20" Schultz-O'Neill, Ltd., pulverizer with receiving box and elevator; used several weeks; 18", 20" and 24" plain bearing Unique attrition mills; used two years. One Day three-barrel day mixer. Several reels for bolting or sifting. One Mead mill, No. 1. Address Box 493, care of THE TEA AND COFFEE TRADE JOURNAL.

Dear to the Heart of the Housewife



Combination Percolator and Teapot in ornamental panelled design. Two quart, nine cup capacity. Perfect in operation and workmanship. Pure aluminum, heavy gauge, with strong, effective percolating device. Designed for trade promotion in connection with high grade teas and coffees. Samples submitted for the approval of any rated firm.

ALUMINUM PRODUCTS COMPANY
DEPARTMENT "A" LaGrange, Illinois

NEW ORLEANS

The Logical Coffee Port
Home of

Alameda Coffee

Sold only in 1 and 3-lb. Tins
Under Our Trade-Mark

CAREFULLY SELECTED for
PARTICULAR TRADE

Mr. GROCER, put YOUR TRADE
WISE

MERCHANTS' COFFEE CO.
OF NEW ORLEANS, Ltd.

NEW ORLEANS

B. C. CASANAS, Pres.



KAFFEE HAG COFFEE does not interfere with the sale of your own coffees. It is a perfect caffeine-free coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

KAFFEE HAG CORPORATION
225 Fifth Ave. New York

The Premium De Luxe

Hundreds of the liveliest Coffee Roasters and Wholesale Grocers have

REVOLUTIONIZED THEIR SALES

using **Saxon Chinaware**—"the premium with no back-fire." We have new and up-to-date lines consistent with all rulings and statutes. We can help you—will you let us?



Write Today.
**THE
SAXON CHINA CO.**
SEBRING, OHIO



CHINAWARE for PREMIUMS

More than ever in demand

Teas, Assortments or Open Stock

THE SALEM CHINA CO.

Salem, Ohio

1 old established plant recently remodeled and enlarged.

EVERYBODY Likes SUMORE



EVERYBODY Wants SUMORE

The grocer who handles

**Warner's
MACARONI PRODUCTS**

supplies his trade with a well known advertised brand of quality. Its popularity is firmly established.

Warner Macaroni Co., Inc.
Syracuse, N. Y.



Suggestion

Are your solicitors making the most of their power of suggestion?

Are they bringing to the attention of every housewife the advantages of **Macaroni** as a food and the economy of it?

Are they urging the use of **Macaroni** in one of its many appetizing forms two or three times a week?

If not, you are losing business that rightfully belongs to you.

Ask for our small display boxes for the use of your men. They are small, compact, and can be slipped into the pocket.

The Briggs Cereal Products Co.

Cincinnati, Ohio

PRICES CURRENT

Wholesale and Retail

As of January 5, 1920

Prices to Wholesalers**GREEN COFFEE**

(250 Bags or Over)

Brazil Grades.	Line or Grade Price.	Cup Selected Price
Santos 7.....	20 1/4	20 1/4
" 8.....	21 1/4	22 1/4
" 5.....	23	23 1/4
" 4.....	24 1/4	25 1/4
" 3.....	25 1/4	25 1/4
" 2.....	25 1/4	26 1/4
Rio 7.....	15 1/2	
" 6.....	*	
" 5.....	*	
" 4.....	*	(No Rio Cup Selections)
" 3.....	*	
" 2.....	*	

* No quotations are being made.

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—		
Truxillos.....	22 1/4 @..	San Salvador..... 24 1/2 @25
Bocano.....	23 1/2 @24 1/4	do washed..... 27 @27 1/4
Tovar.....	23 1/2 @24 1/4	Nicaragua..... 24 @24 1/2
Merida.....	24 1/2 @25	do washed..... 26 1/2 @27
do washed.....	26 @27 1/4	Guatemala Coban—
Cucuta—		Common..... 18 @19
Ordinary.....	24 1/4 @..	Fair to good..... 27 @28
Fair to good.....	24 @24 1/4	Prime to choice..... 28 1/4 @29
Prime to choice.....	25 @25 1/4	do unwashed..... 23 @23 1/4
Fancy.....	28 @..	
Lagayra—		Puerto Rico—
Caracas.....	23 @23 1/4	Unwashed..... 24 @25
do washed.....	26 1/4 @27 1/4	Washed..... 26 1/4 @29
Porto Cabello.....	22 1/4 @23	Hayti—
do washed.....	26 @27	Unwashed..... 20 1/2 @21
Colombian—		Washed..... 26 @27 1/4
Ocana.....	22 1/2 @24	Jamaica—
Bucaramanga.....	23 @28	Ordinary..... 19 1/4 @20
Toluima.....	27 1/4 @28 1/4	G'd ordinary..... 20 @20 1/4
Bogotas.....	20 @29 1/4	Washed..... 25 @26
Medellin.....	20 @29 1/4	East India—
Manizales.....	20 @29	Padang Int..... @..
Mexican—		Corinche..... @..
Cordoba.....	22 1/4 @23	Kroe..... @..
do washed.....	26 @27	Timor..... @..
Costepec.....	24 @24 1/4	Private Estate..... @..
Ido washed.....	27 @29	Faudes..... 33 1/2 @33 1/2
Costaca.....	24 @24 1/4	Abyssinian..... @..
Ido washed.....	28 @28 1/2	Mocha—small..... 36 1/2 @..
Costa Rica—		Liberian—
Common.....	18 @19	Istrait..... 16 @17
Fair to good.....	27 @28	Surinam..... 16 @19
Prime to choice.....	28 1/4 @29	Pamaoekin..... 19 @22

† Nominal because of small arrivals.

† Common to fancy.

TEAS

CHINA AND JAPAN—LINE PRICES

(75 or More Packages of One Number)

FOOCHOW—		COUNTRY GREEN	
Common.....	@..	Gunpowder—	
Fair.....	@..	Extra.....	65 @70
Good.....	@..	Firsts.....	47 @48
Superior.....	@..	Seconds.....	42 @44
Fine.....	@..	Imperial—	
Formosa—		Firsts.....	45 @50
Fair.....	21 @26	Seconds.....	@..
Good.....	27 @28	Thirde.....	@..
Superior.....	29 @31	Young Hyson—	
Fine.....	36 @37	Extra.....	55 @65
Finest.....	42 @45	Firsts.....	44 @48
Choice.....	37 @39	Seconds.....	36 @38
Choicest.....	70 @75	Thirde.....	34 @35
Fancy.....	1 00 @1.30	Hyson—	
		Seconds.....	25 @..
		Thirde.....	@..

SINGAPORE

Gunpowder—	
Pinheads.....	54 @55
Firsts.....	48 @49
Seconds.....	42 @43
Thirde.....	32 @35
Imperial—	
Firsts.....	40 @41
Seconds.....	35 @38
Thirde.....	31 @33

INDIA AND

Pekoe Souchong.....	30 @31
Pekoe.....	32 @34
Orange Pekoe.....	40 @45
Ceylon—	
Pekoe Souchong.....	30 @..
Pekoe.....	33 @35
Orange Pekoe.....	44 @50
B. O. Pekoe.....	@..

Japan—

Basket fired.....	34 @50
Pan fired.....	26 @60
Congou—	
Common.....	26 @26
Good.....	28 @30
Superior.....	32 @34
Fine to finest.....	45 @50
Choice to choicest.....	60 @75

CEYLON—LINE PRICES

Darjeeling—	
Fancy Orange.....	90 @1 00
Java—	
Pekoe Souchong.....	26 @27
Pekoe.....	30 @33
Orange Pekoe.....	33 @36

SPICES—FIRST-HAND PRICES

Black Peppers—		Cassia—	
Singapore.....	17 1/4 @18	Saigon rolls.....	45 @46
Acheen A.....	@..	China rolls.....	15 1/4 @16
Acheen B.....	@..	do red, bk.....	12 1/4 @13
Acheen C.....	@..	Kwangsi.....	18 @19
Lampoon.....	16 1/4 @17 1/4	Batavia, Ext.....	20 @21 1/4
White Peppers—		do short stick.....	19 @20
Singapore.....	29 @30	Cinnamon—	
Penang.....	@..	Ceylon.....	35 @39
Muntok.....	29 @30	Ginger—	
Heavy.....	21 @21 1/4	Japan.....	14 1/2 @15
Aleppy.....	23 1/2 @24	Cochin—ABC.....	17 @18
Tellicherry.....	23 1/2 @24	do D.....	@..
Red Peppers—		Lemon.....	17 @17 1/4
Mombasa.....	18 @19	African.....	12 1/2 @13
Japan.....	25 @28	Jamaica, g'g.....	23 1/4 @24 1/4
Cloves—		Nutmegs.....	
Zanzibar.....	49 @52	75a to 80a.....	34 @35
Amboyna.....	54 1/2 @55	105a to 110a.....	31 1/4 @33
Penang.....	@..	Mace.....	38 @43
Pimento.....	11 1/4 @11 1/4		

COCOA—FIRST-HAND PRICES

Accra.....	18 1/4 @18 1/4	Dominica.....	@..
St. Thome.....	21 @22	Grenada.....	21 @21 1/4
Bahia.....	19 1/4 @21 1/4	Hayti.....	17 1/2 @18
Caracas.....	22 @24	Jamaica.....	15 @18
Costa Rica.....	20 1/4 @21	Maracaibo.....	32 @34
Guayquil.....	26 @27	Porto Cabello.....	24 @26
Arriba.....	24 1/4 @25	Para.....	20 @21
Machala.....	24 1/4 @25	Sanchez.....	18 1/4 @19 1/4
Caracas.....	24 1/4 @25	Surinam.....	22 1/4 @23 1/4
Cuban.....	@..	Trinidad.....	21 @21 1/4

Prices to Retailers**COFFEE**

(BAG LOTS—150 POUNDS)

Kind of Coffee.	Green	From	To	Roasted.	From	To
Santos.....	25	30	31	36		
Santos Peaberry.....	27	33	38	40 1/4		
Rio.....	17	21	21 1/2	28		
Maracaibo.....	28	30	34	37		
Caracas.....	29	32	35 1/4	30		
Bucaramanga.....	29	32	35 1/4	30		
Bogotas.....	30	33	36	43		
Mexican.....	29	34	35 1/4	43		
Costa Rica.....	29	34	35 1/4	43		
Guatemala.....	29	35	35 1/4	43		
*Jamaica.....	29	35	35 1/4	43		
Padang.....	34	40	41 1/4	48 1/4		
Mocha.....	37	40	45	48 1/4		
*Abyssinian.....	33	40	40 1/4	46 1/4		
Java.....	33	40	40 1/4	46 1/4		
Porto Rico.....	30	32	37	39		

*No quotations are being made.

TEAS

(SINGLE PACKAGE LOTS.)

	From	To
Formosa.....	24	26
Foochow.....	30	36
Congou.....	25	60
Japan P. F.....	25	43
Japan B. F.....	26	47
India.....	26	50
Ceylon.....	34	50
Gunpowder.....	28	50
Young Hyson.....	28	26

COFFEE SKY-HY???

DON'T WORRY—YOU CAN SOLVE THE PROBLEM
WITH OUR SCIENTIFICALLY PROCESSED
COFFEE SUBSTITUTES, COFFEE FILLERS AND
CHICORY SUBSTITUTES

BEST ON EARTH

SAMPLES AND PRICES ON REQUEST.

AMERICAN CEREAL-COFFEE COMPANY

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Excellent for Reducing the Cost and Mixing with Coffees

HILLIS TRIUMPH CHICORY SUBSTITUTE

King Quality
(Medium Draw)

(Dark Draw)

Best Blending
(Mild Draw)

Assures the Packer using them a satisfactory, profitable and permanent
Ground Coffee Business.

Now is a good time to start

Samples, prices and mixing information mailed on request.

HILLIS CEREAL MFG. CO.

Rodney and Almslie Sts., Brooklyn, N. Y.

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HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory
in all its Various Forms

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Importers, Growers and Manufacturers of
CHICORY AND
COFFEE SUBSTITUTES
OF EVERY GRADE
211 FRANKLIN STREET, NEW YORK

"EXACT WEIGHT" Scales represent
NINE PARTS SCALES AND ONE PART
UNSKILLED LABOR. Any fool can
draw a straight line with a rule.
Skilled, experienced operators can
produce accurate weights on ordinary
scales.

MALT CEREAL

The finest, purest Coffee substitute

We malt only the choicest care-
fully selected Barley. Shipments
in 100 pound double bags.
Special low prices to the trade.

Write for samples and quotations

Milwaukee Importing Co.
506 37th St. MILWAUKEE, WIS.

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FLOYD W. ROBISON COMPANY
DETROIT

January 29th, 1920.

Mr. W. H. Ukers,
Tea & Coffee Trade Journal,
79 Wall Street, New York.

Dear Mr. Ukers,

Flavor and Body are the two prime essentials in a cup of Coffee, flavor because the Coffee must have an agreeable aroma and taste; body because without this the flavor is empty. An agreeably flavored and full bodied Coffee possesses the qualities that consumers most greatly desire. Each of these characters depends primarily and essentially upon certain specific or combined properties in the Green Coffee. Practically all of the properties which Green Coffee possesses exert their modifying influences upon Flavor and Body in the beverage.

It is because of these facts that Microorganisms play such an important role. Green Coffee is host to a very great variety of Microorganisms, all of which during their life activities have exerted certain more or less pronounced influences upon the Coffee. These influences are always present to a greater or less degree. In those cases wherein these influences have been (accidentally) well directed, we have been paying a premium for a superior flavored, rich full palatable cup of coffee. This is the Coffee the expert smacks his lips over and the Coffee that becomes a steady repeater when put upon the market.

Where these influences have not been (accidentally) well directed however, off-flavored, inferior types of Coffee is the result.

The deduction is obvious that the very highest type of Coffee may be obtained by taking a Green Coffee in which the activity of Microorganisms has been slight or along well balanced lines (naturally) and permitting a certain definite strain of Microorganisms to develop and function thereon under uniform, carefully controlled conditions. The actual result of this is the production of a full bodied, highly and agreeably flavored Coffee; a positively good uniform product: the substitution of certainty for chance.

I beg to remain

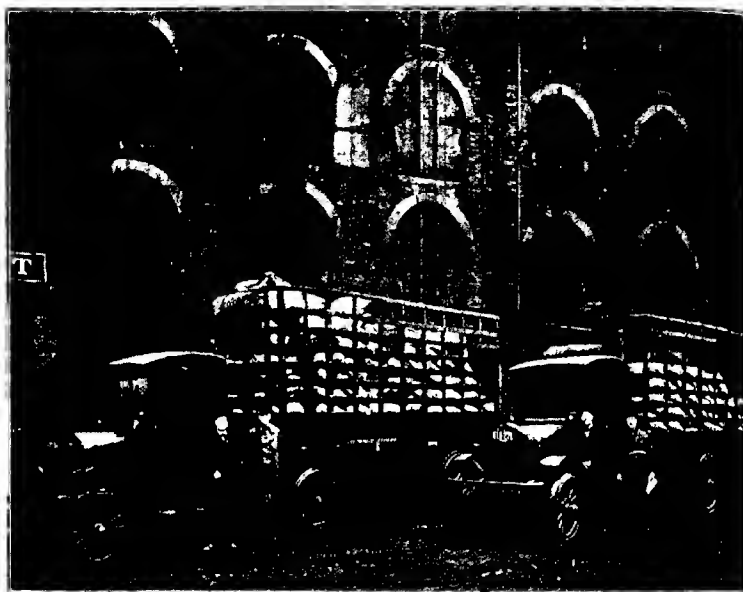
Very truly yours,

Cultured Bulletin #3

FWR:GO

Per


Floyd W. Robison.



Following Through

When we accept your order for green coffee, we "follow it through." From the time your order is received until the last bag is on the cars, your shipment has our careful attention—an Aron man is always at hand.

The accompanying cut shows an Aron shipment en route to the railroad, under our supervision. It illustrates just one phase of our "follow through" methods.

J. Aron & Company, Inc.

	Importers	COFFEE	Exporters	
New York	New Orleans	Chicago	Santos, Brazil	London

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